

LDC UPDATE PROJECT

SELF-GUIDED TOUR OF PEDESTRIAN-ORIENTED DEVELOPMENT EXAMPLES

These developments are examples of pedestrian-oriented development within and around the Portland area. They have been chosen to provide you with a sense of what this type of development can look like when it is actually constructed. Each project has its strengths and weaknesses and the purpose of the tour is not only to view the projects, but also to note which aspects of the developments are desirable for Corvallis and consistent with the City's recently adopted Comprehensive Plan Policies. Additionally, the tour should help provide a learning experience for people, whereby certain aspects of development that may not be as desirable or appropriate for Corvallis can be noted.

The prices of homes are not comparable to Corvallis for several reasons. First, the real estate in these project areas tends to be more costly. Second, the developers of these projects have had such success and demand for their product that they raised their prices considerably in response. According to the developers, original asking prices for dwelling units in most projects was substantially lower. Additionally, at least one site (Canyon Creek Meadows) had a site issue (a major street improvement) which drove the cost of housing up. Given the above, it's recommended that you not try to equate the housing prices to prices that you would expect here in Corvallis. However, please do note the other aspects of the projects such as site layout, building design, building materials, setbacks, orientation of garages, fencing, street materials, open space, natural features, etc.

LIST OF SITES

1. **CANYON CREEK MEADOWS**

2. **LAKE OSWEGO SITES**

- A. Westlake Village Plaza
- B. Mixed Use Infill in Lake Oswego's First Addition

3. **ORENCO STATION**

- A. Condominiums
- B. Apartments
- C. Town Center with lofts and live/work dwelling units on main street and townhomes and single family nearby

4. **PEARL DISTRICT SITES IN NW PORTLAND**

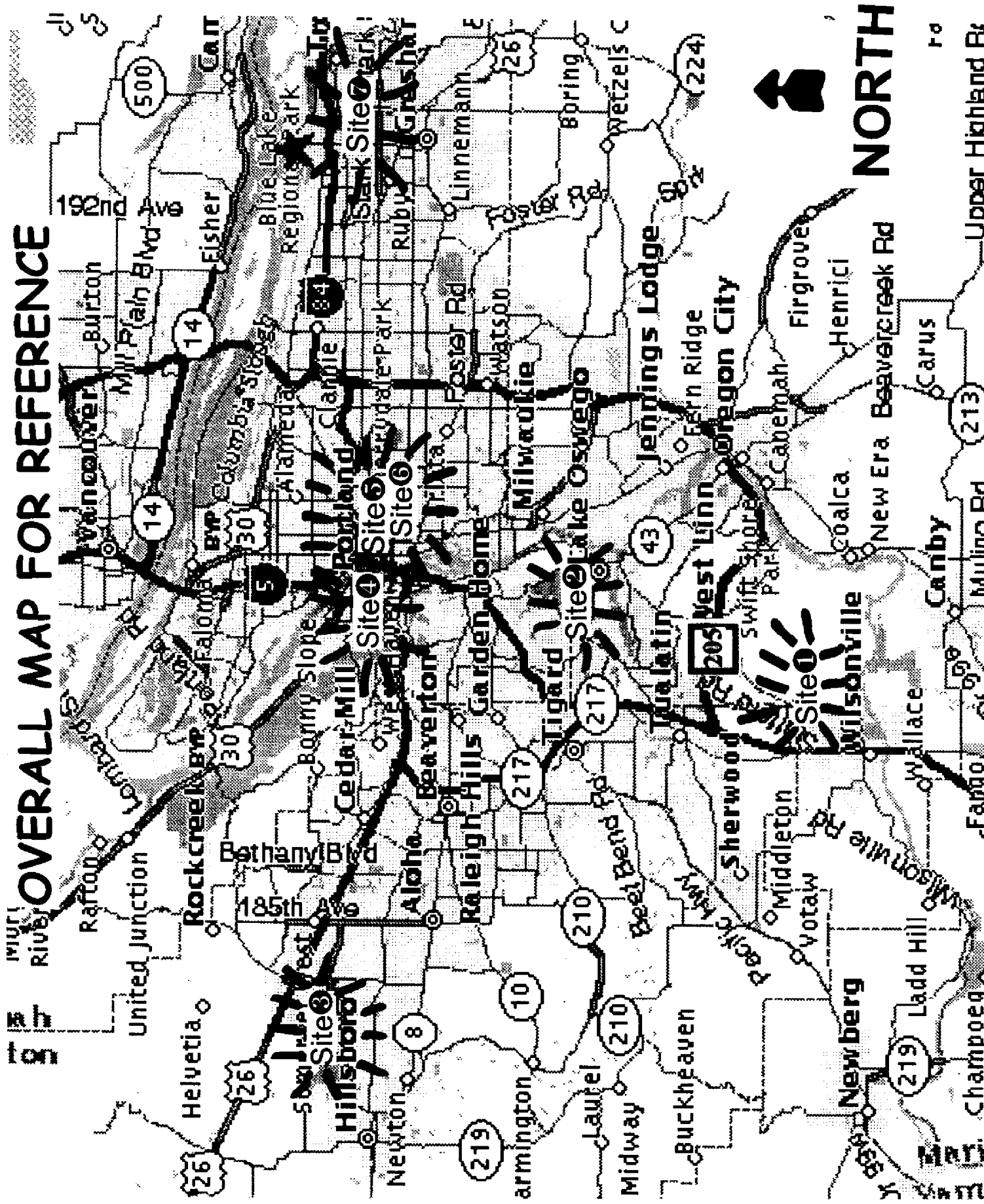
- A. McKenzie Lofts
- B. Pearl Lofts
- C. Renovation of brick railroad building into housing
- D. Hoyt Commons
- E. Irving Street Townhomes
- F. Riverstone high-rise condos
- G. Pearl Court

5. **BUCKMAN HEIGHTS**

6. **BELMONT DAIRY**

7. **FAIRVIEW VILLAGE**

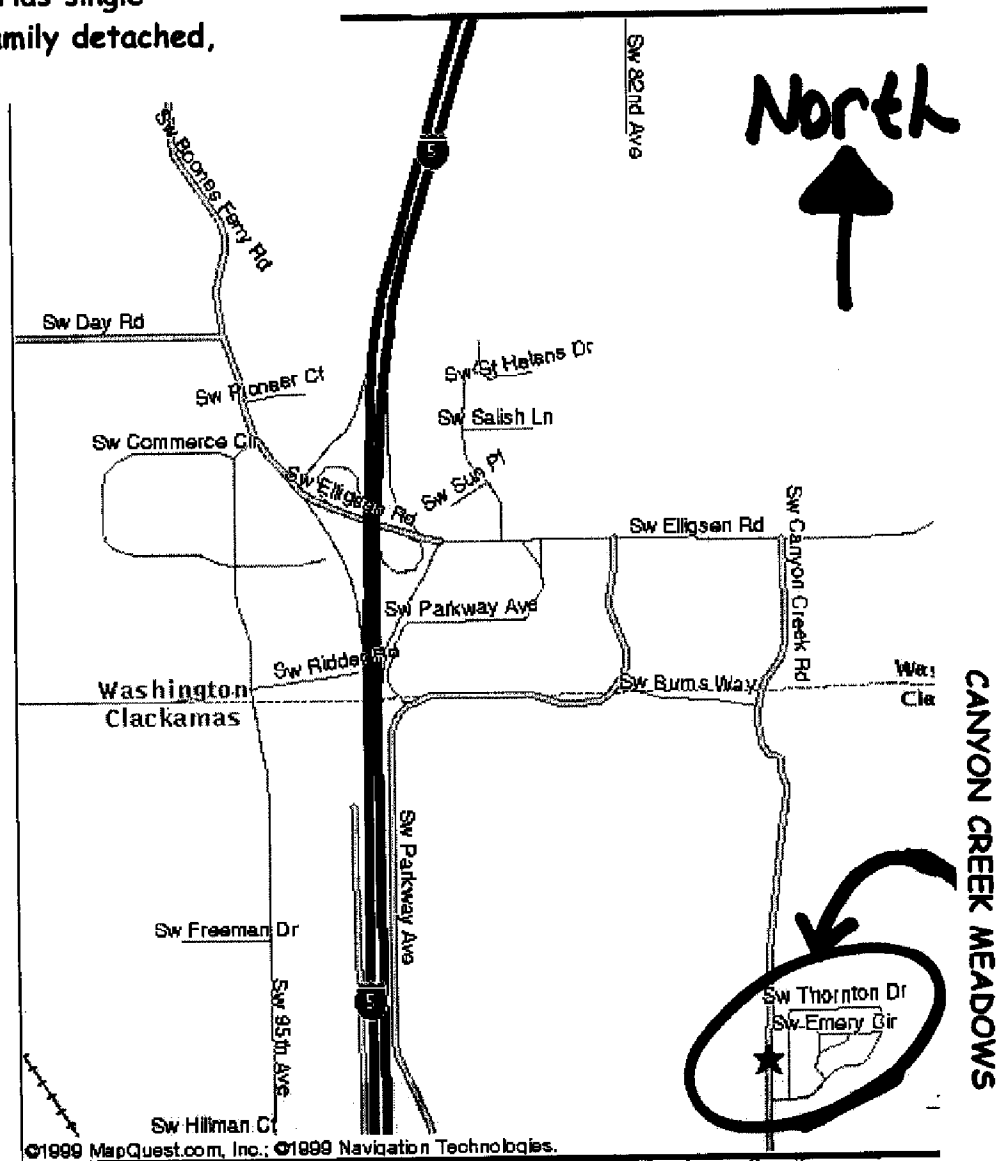
OVERALL MAP FOR REFERENCE



SITE 1 - CANYON CREEK MEADOWS

- Residential development Located within the City of Wilsonville.
- Winner of Golden Nugget Award (national design award)
- Site size approximately 25 acres and 119 dwelling units, 20 of which can accommodate granny flats. Drainageways and natural areas on south and east sides of site. Major roadway along the west.
- Houses range in size from 1,300 - 1,400 sq. ft. for the smaller units up to 1,700 sq. ft. for the larger units. The larger units are along the south and east sides of the site. Most of the lots are approximately 2,800 sq. ft., with larger lots (6,000 - 7,000 sq. ft.) along the east and south sides of the site.
- Developer planned homes to sell in \$140,000 range for smaller units and the road improvement to the west of the site drove the beginning price up for those units to \$160,000. (The units are much more expensive than these prices now because of demand). The project sold out immediately.
- Zoning for site allows 7-12 units per acre.
- Informal comments from people attending previous tours included positive interest in the provision of front porches, positive interest in the avoidance of through lots by placing units sideways to the large street bounding the west side of the site, positive interest in the location of garages, negative feedback regarding the monotony of some of the streetscapes (particularly where dwelling units had the same colors, setbacks, and building materials), positive comments on the pocket park, and comments noting the need for landscaping between garage doors in the alleys. Overall comments, however, indicated that the development felt "a little too contrived because of the "sameness" of so many of the dwelling units."

Local Directions: Take I-5 north
Take second Wilsonville exit (Stafford Road...)
Turn right off hwy onto Ellingsen Rd.
Turn right on Canyon Creek Rd.
Go south and look for new single
family development on left called
Canyon Creek Meadows. Has single
family attached, single family detached,
and townhomes.



SITE 2 - LAKE OSWEGO SITES

- Located within the City of Lake Oswego.
- **Site A - Westlake Village Plaza**
 - ⇒ Approximately 2-3 acres surrounded by both single family and multi-family development.
 - ⇒ While the project is not mixed use, it does serve as a neighborhood center for the surrounding residential area. It is extremely successful and generates large amounts of pedestrian traffic, especially in the evenings and on weekends.
 - ⇒ While the buildings are located close to the surrounding streets, the buildings back onto them, with the building entrances internal to the site. This was done because the surrounding streets are major streets that do not allow for on-street parking.
 - ⇒ The buildings all have a residential character and blend well with the surrounding neighborhood.
 - ⇒ Comments from the consultant indicated that if it was done today, it would be better to design the site with an internal shopping street so that the buildings could be oriented toward it with on-street parking. Additionally, the consultant pointed out that pedestrian and bicycle connections were needed directly between the plaza and the surrounding neighborhood.
 - ⇒ General comments from people attending previous tours included positive overall comments on the center and its compatibility with the surrounding neighborhood (especially with regard to architectural style), comments indicating a need for additional trees in planters where trees had died in the past, a need for a break-up of the large internal parking area, and a need for direct pedestrian connections with the surrounding residential neighborhood. Additionally, the plaza generated discussions regarding its size in relation to the sizes discussed in the West Corvallis-North Philomath Plan for Minor and Major Neighborhood Centers.

- **Site B - Mixed Use Project in First Addition**

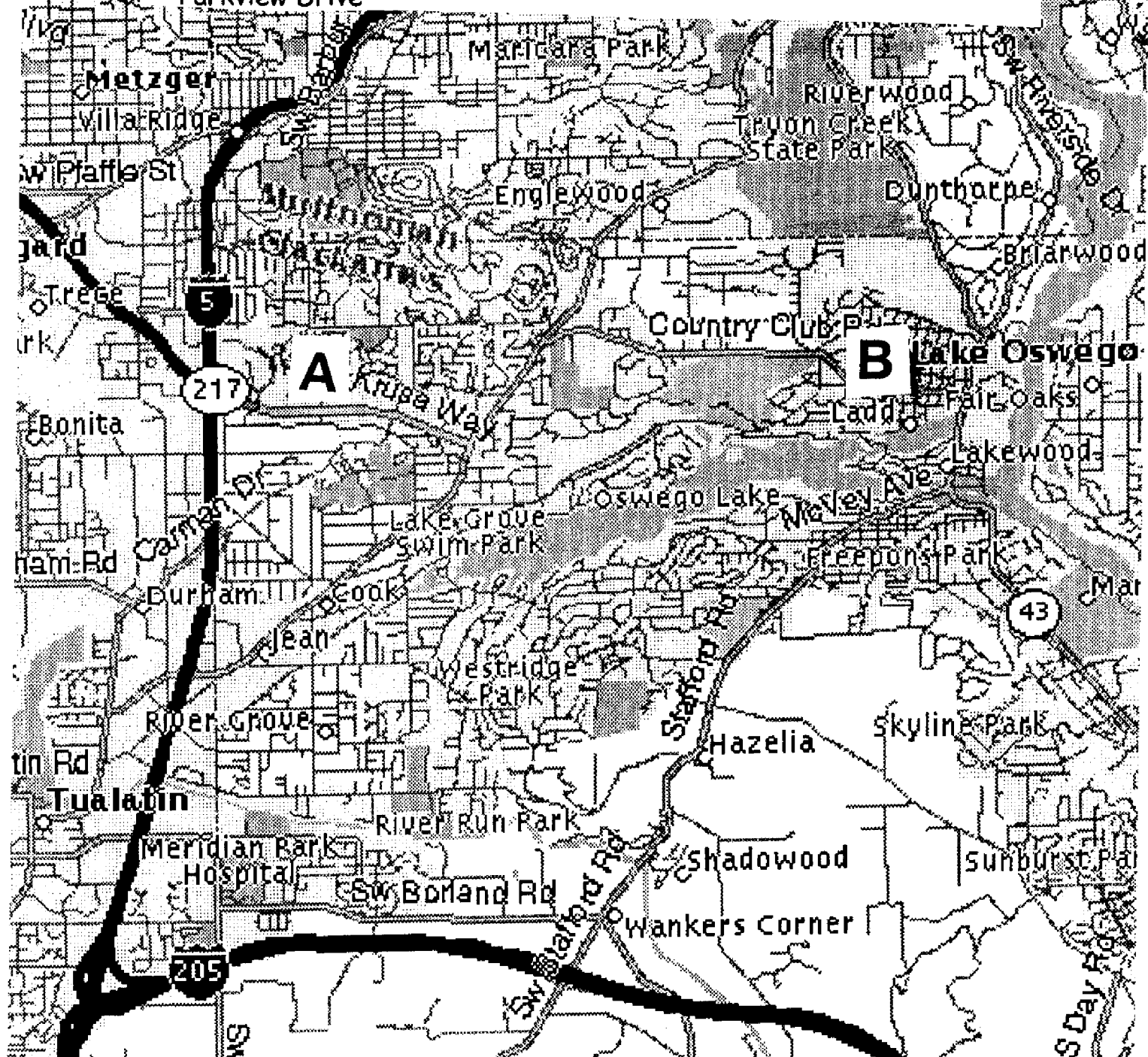
- ⇒ Approximately 0.5-acre mixed use project developed by Craftsman Builders.
- ⇒ Nominated for this next round of Governor's Livability Awards.
- ⇒ Contains first floor retail (four 800 sq. ft. spaces), second floor office (sixteen 200 sq. ft. spaces), and sixteen 1,100 sq. ft. residential condominiums. The condominiums are separated into two 8-unit courtyard areas which are located behind the retail and office uses and are each accessed via a pedestrian access off the street. The condominiums all have garages on an alley at the rear of the project site.
- ⇒ The site is an infill site in an established residential area, on the edge of a commercial area (e.g. Safeway is across the street).
- ⇒ The developer is extremely satisfied with the success of the project. Three of the condo owners have businesses in the project (live/work). All the retail and office space leased out immediately and the condos are all sold (\$168,000 for each condo).
- ⇒ Comments from people attending previous tours were overwhelmingly positive, including positive interest in the design and landscaping of the courtyard-accessed condominiums, the architecture, the location of the garages, etc. The response was that an infill project such as this one would fit well in Corvallis. The only negative comments received were in regard to the lack of landscaping between garages in the alley.

Sw Beaverton Hwy Albert Kelly

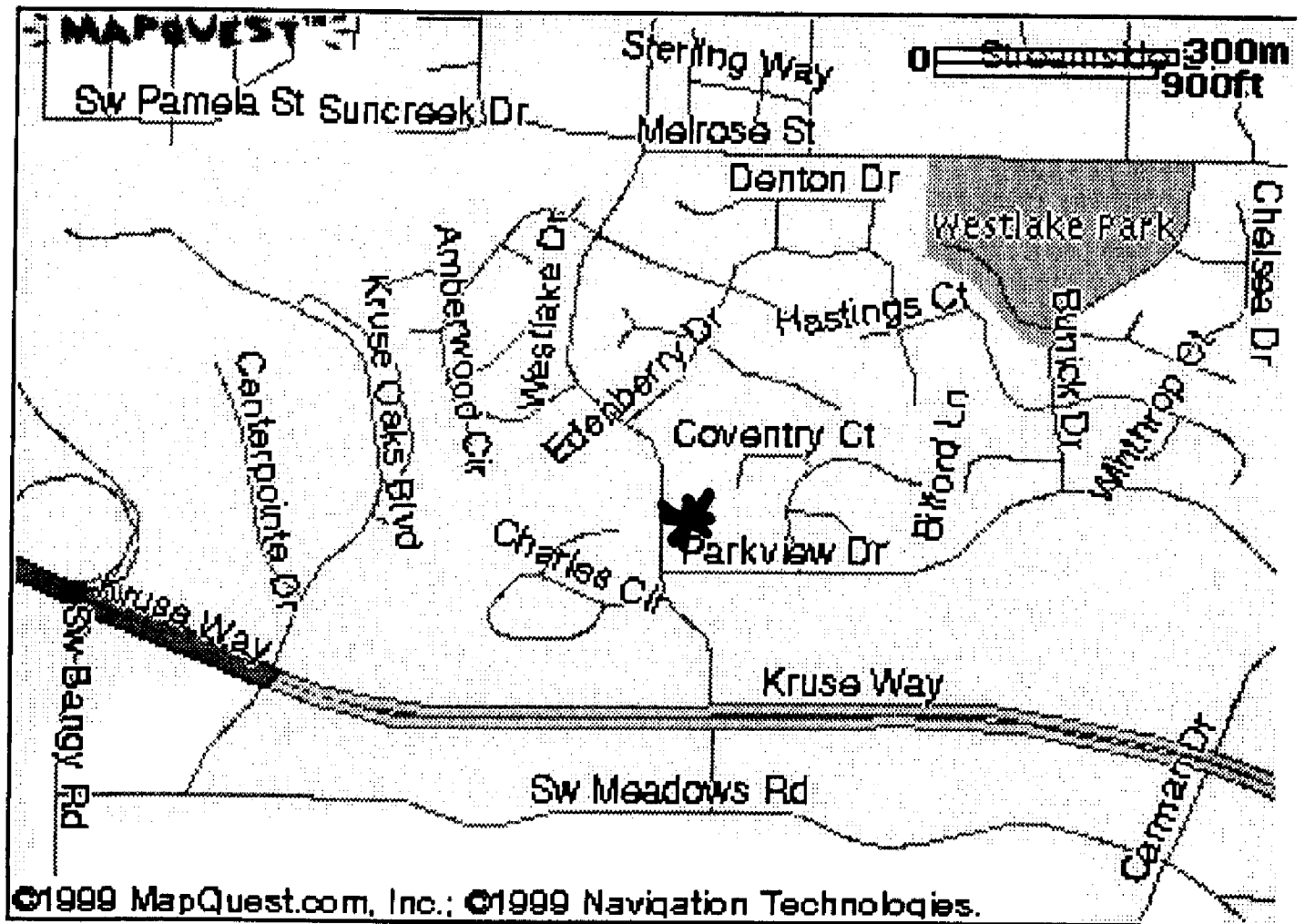
Raleigh F OVERVIEW MAP FOR LAKE OSWEGO SITES

SEE ADDITIONAL MAPS FOR ENLARGEMENTS
OF SPECIFIC AREAS WHERE SITES ARE LOCATED

- Take I-5 north and get off at the Durham exit (to Lake Oswego)
- Turn right onto Boones Ferry Road
- Go to Kruse Way and turn left onto it
- Go to Westlake Drive and turn right onto it
- Westlake Village Plaza will be on your right, just past Parkview Drive.
- There's an entrance to the plaza from both Westlake Drive and Parkview Drive



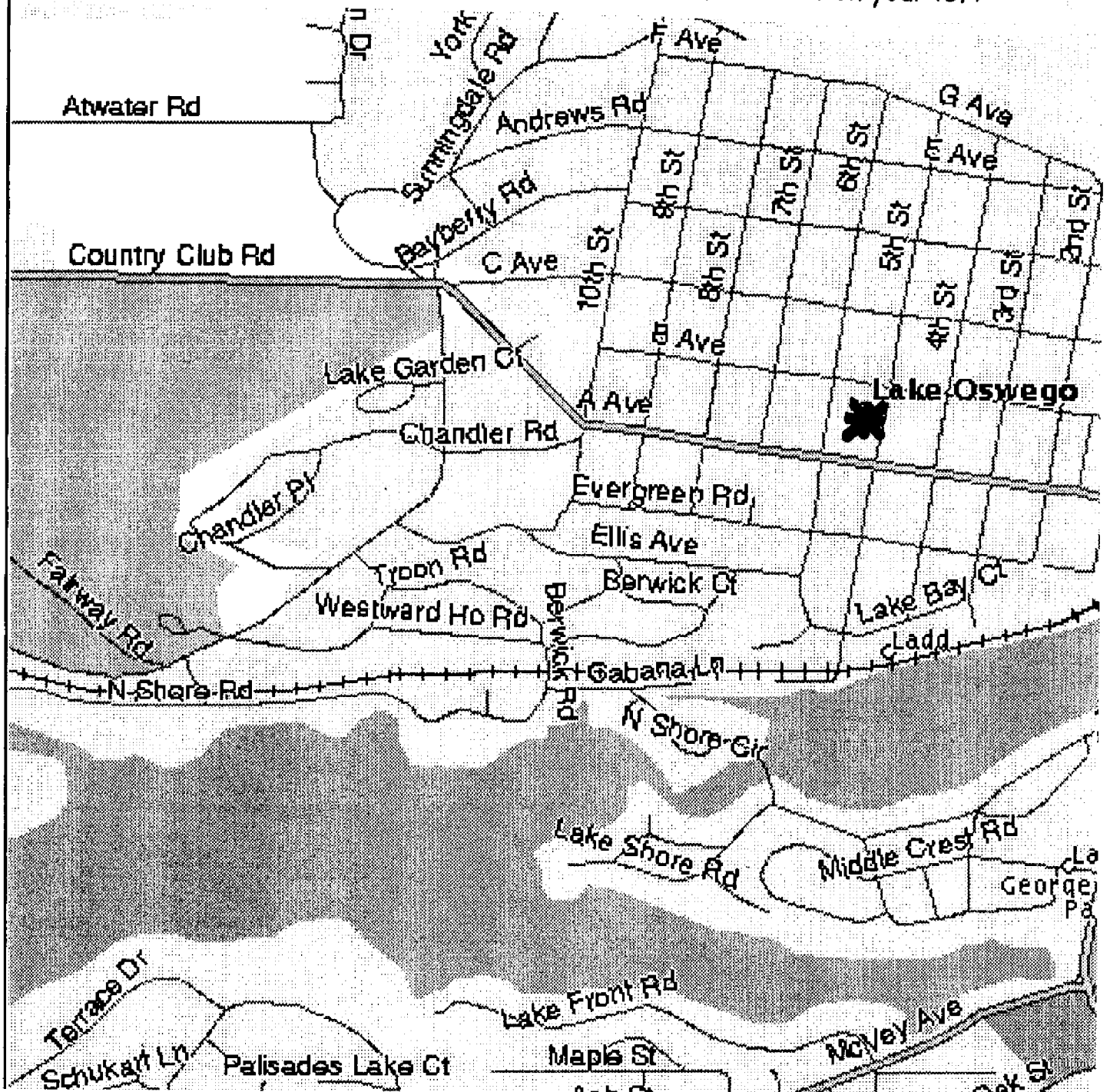
SITE A - WESTLAKE VILLAGE PLAZA



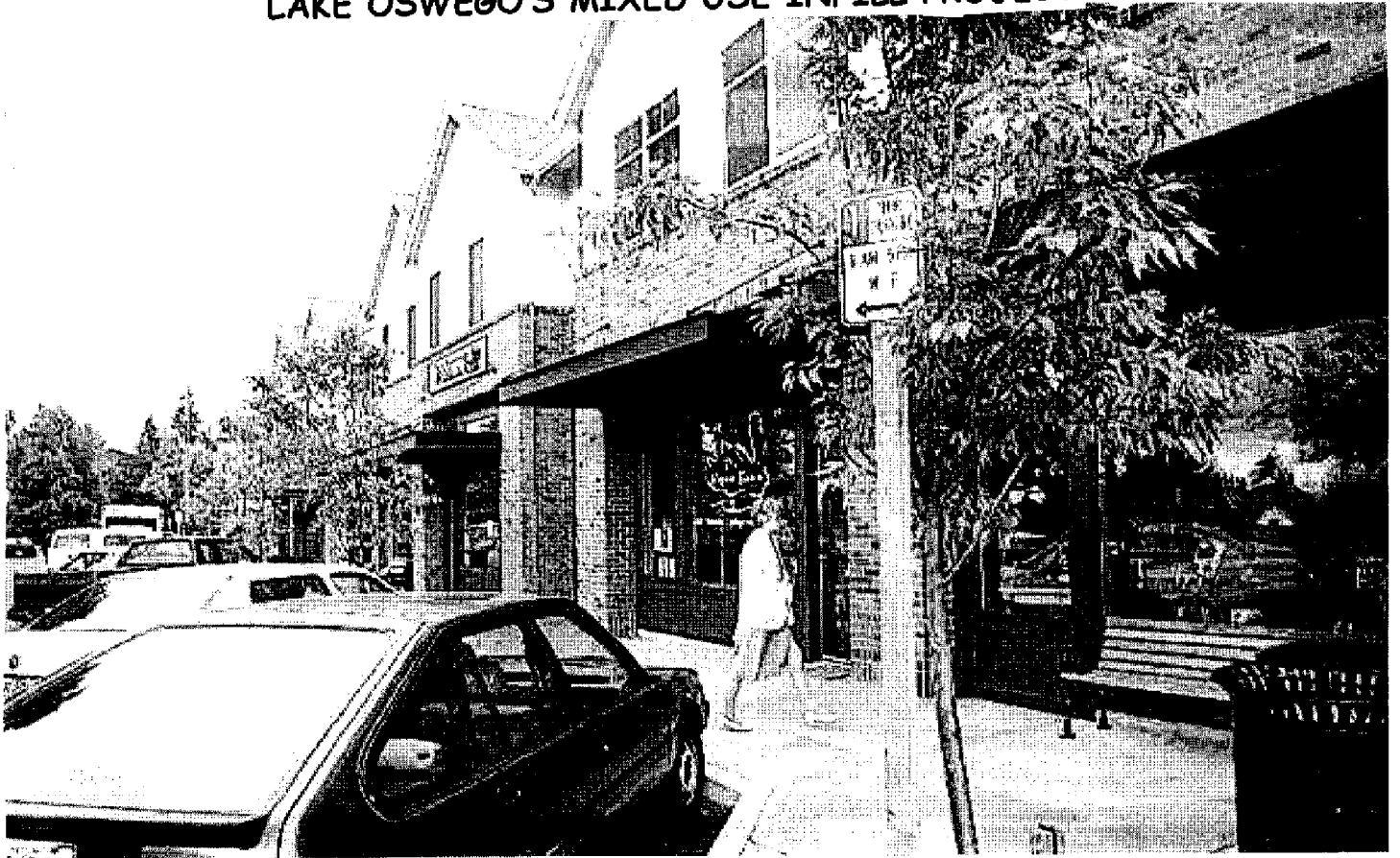
SITE B - MIXED USE INFILL IN 1ST ADDITION (ON 5TH STREET)

Briercliff Ln 105 Hilda Atwater Ln

- Backtrack from Westlake Village Plaza to Boonesferry Road and head toward downtown Lake Oswego via Boones Ferry Road
- Take a right onto Country Club Road to get to downtown Lake Oswego
- Follow Country Club Road and it will turn into "A" Avenue
- Turn left on 5th Street and the mixed use infill will be on your left



LAKE OSWEGO'S MIXED USE INFILL PROJECT



VIEW INTO COURTYARD-ACCESSED TOWNHOMES

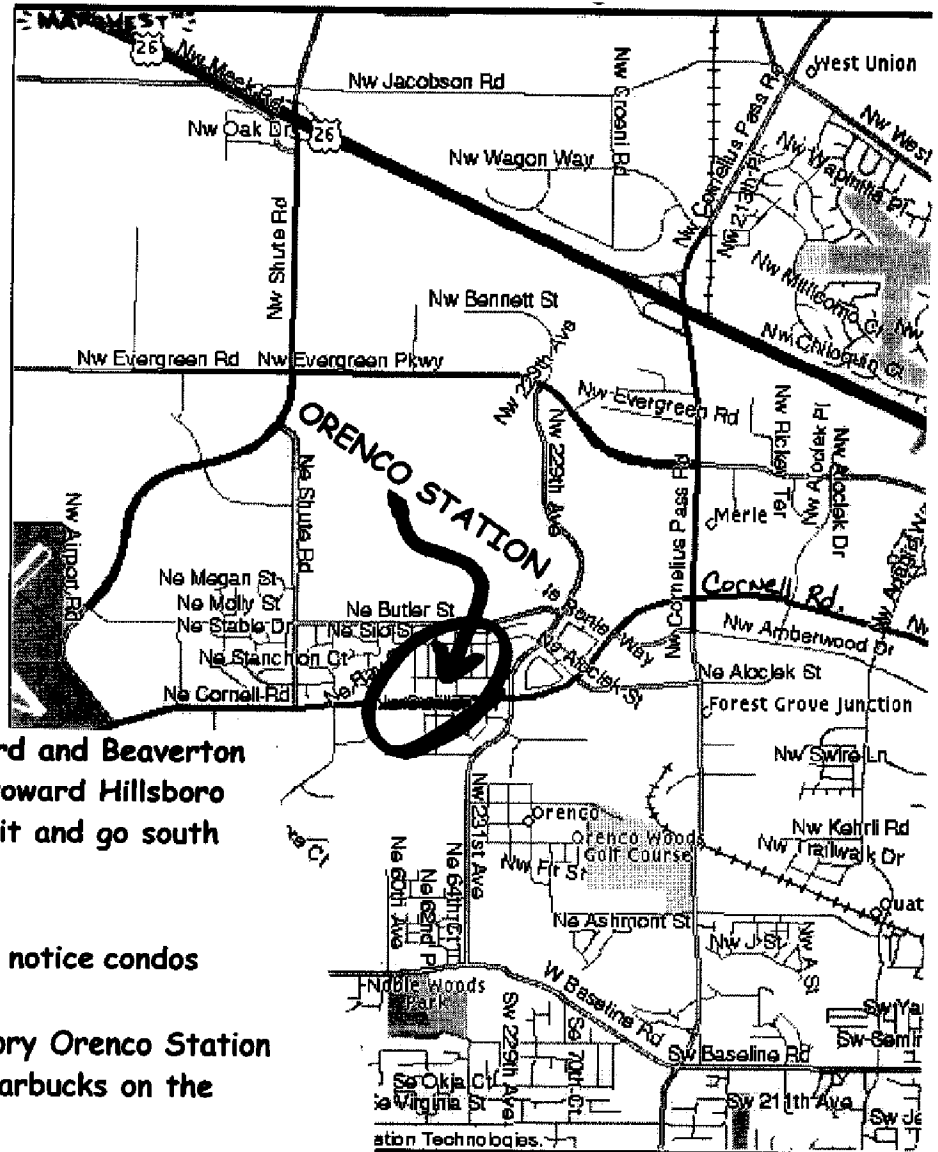
SITE 3 - ORENCO STATION

- Located within the City of Hillsboro and winner of a Governor's Livability Award.
- See attached pages for detailed flyer information regarding the project.
- Comments from people attending previous tours were very positive, including extremely positive interest in the town center and its architectural design, positive interest in the variety of site layouts and homes, positive interest in the location of garages, concrete constructed alleys (longer life than asphalt), and the provision of front porches, positive interest in the careful attention paid to privacy issues (window locations and types, and elevated finished floor elevations from the street), positive responses to the mix of uses, positive comments on the large central park, etc. Additional positive comments regarding the high number of granny flats were received. The developer states that approximately 50% of the single family residents thus far have chosen to add a granny flat to their lots. The granny flats are an option that the developer offers.

Some negative comments pertained to a feeling that the development was perhaps aimed at more of a "yuppie" clientele, that there needed to be a little more variety amongst the street facades of the single family and townhome dwelling units, that some larger lots needed to be provided to encourage families within the development, and that the financing of the development by a single parent company was not typical of development in Corvallis. However, the overall responses were positive and people thought there were many design and site lay-out elements and ideas that could be brought to Corvallis and that a scaled-back version of the whole project could also be appropriate.

The Orenco Station project is designed to be partially dependent upon a light rail station. Additionally, the developer financed the construction of the town center earlier than would normally be the case (e.g. the surrounding residential construction is not far enough along to completely support it). However, the developer felt strongly that it was a crucial amenity and selling point for the residential dwelling units and the Orenco Station neighborhood. Feed back from residents has confirmed the developer's hunch. A more realistic approach for Corvallis would probably involve the construction of neighborhood centers either within already established neighborhoods or timed to be near buildout of new neighborhoods in order to assure the success and obtain financing for the commercial elements of the centers.

Strong comments from the developer also centered upon the issue of design. The developer felt that for a project like Orenco Station to be successful (particularly with its increased density), it was essential to govern design aspects of the project to ensure compatibility between uses, provide a desirable and diverse living environment, ensure that privacy aspects were addressed, maintain the quality of the development, and prevent unwanted design elements from occurring.



Directions: Take I-5 north
 Take HWY 217 toward Tigard and Beaverton
 Take HWY 26 and go west toward Hillsboro
 Take Cornelius Pass Road Exit and go south
 over HWY 26
 Turn right onto Cornell Road
 Drive along Cornell Road and notice condos
 and apartments on the right
 Drive until you see the 3-story Orenco Station
 town center on the right (Starbucks on the
 corner)
 Turn right and head into Orenco Station
 Check out town center with its commercial, office,
 and loft residential units, as well as its San Francisco
 style live-work residential units.
 Also check out the park and walk through the
 neighborhoods with single family attached, single
 family detached, and townhome units.

Orenco Station

HILLSBORO, OREGON

DESCRIPTION

Project Type

Mixed-use residential/retail/commercial/
open space near light rail station.

Description

206-acre master-planned community.
436 for-sale residential units on 65 acres.
1400 multi-family homes on 62 acres.
52-acre shopping center with
commercial, office and retail.
Seven-acre "town center" retail area
with 23,000 square feet of retail
space, 30,000 square feet of office
space with residential "lofts" and
live/work townhomes.

Site

206-acre undeveloped, flat, open
land site.

Location

Immediately north of the Orenco light
rail station on the Westside Light Rail
line, east of Cornelius Pass Road, and
south of Fujitsu and Intel's Ronler
Acres Campus.



Homes at Orenco Station are designed to create a sense of community through traditional architecture, front porches and smaller setbacks in front.

PROJECT TEAM

Developer/Project Manager

Orenco Station LLC
(Pacific Realty Associates, L.P. (PacTrust), Portland and Costa Pacific Homes, Beaverton)

Land Planning Team

PacTrust, Portland
Costa Pacific Homes, Beaverton
Alpha Engineering, Portland, Civil Engineers
Fletcher Farr Ayotte, Portland, Town Center Architects
Iverson & Associates, Costa Mesa, California, Residential Architects
Walker & Macy, Portland, Landscape Architects

Marketing

Subert-Gregory and Woodstrom, Seattle, Washington, Advertising and Public Relations

Contacts

Richard D. Loffelmacher, PacTrust
15350 S. W. Sequoia Parkway, Suite 300, Portland, Oregon 97224
Tel: (503) 624-6300 Fax: (503) 624-7755

Rudy A. Kadlub and Joy C. Schmieg, Costa Pacific Homes
8625 S.W. Cascade Avenue, Suite 606, Beaverton, Oregon 97008
Tel: (503) 646-8888 Fax: (503) 646-7840

FINANCING INFORMATION

Project Cost

\$150,000,000

Single family residential (sales prices)

\$140,000 - \$250,000

Commercial leasing rate (estimate)

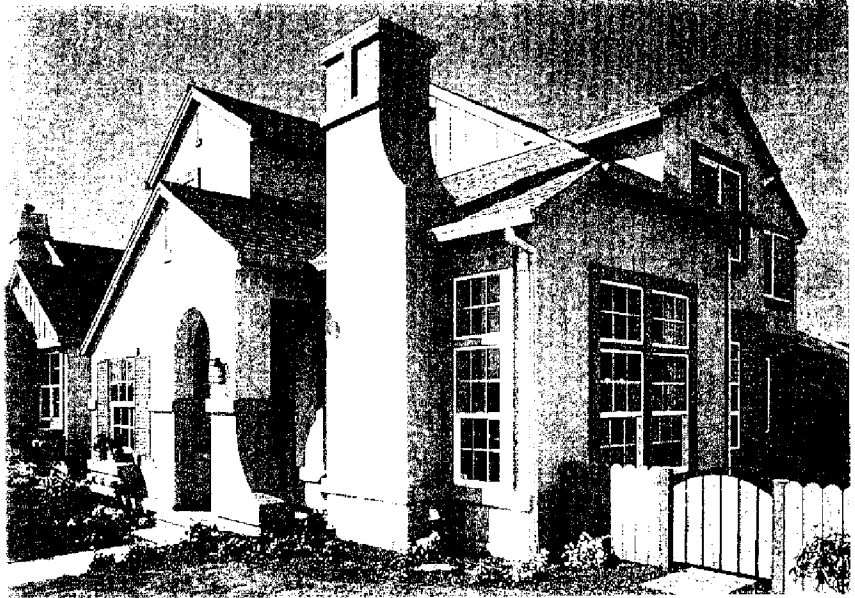
Class A market rate

Retail leasing rate (estimate)

\$19-23/square foot, triple net basis

Orengo Station

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1000-1000-1000

1000-1000-1000

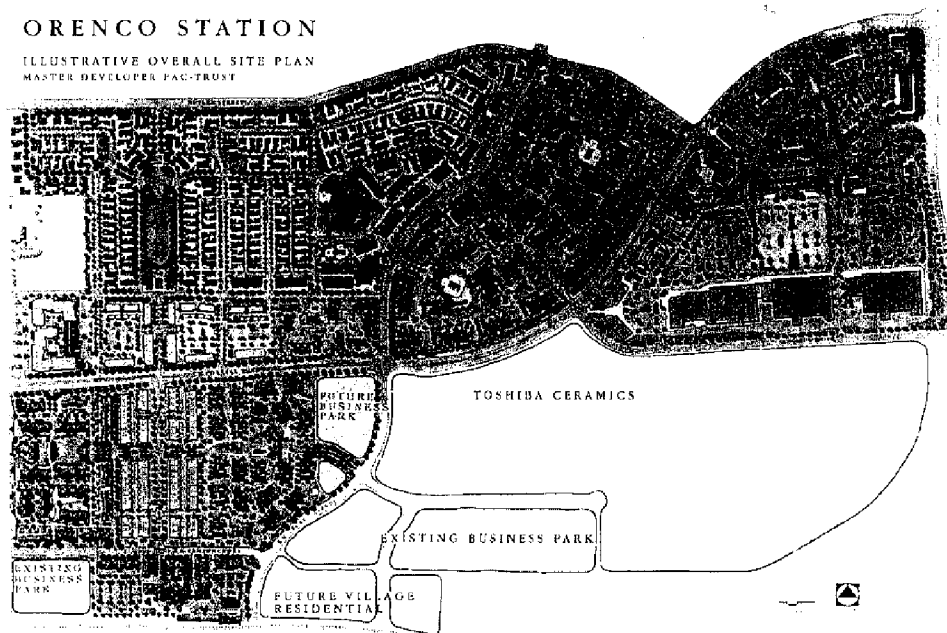
PLANNING AND DEVELOPMENT

Orenco Station is located near the old company town of Orenco, which was originally named for the Oregon Nursery Company at the turn of the century. The site, originally subdivided for homes in the 1950s, was acquired by PacTrust in the 1980s. With assistance from the City of Hillsboro, which designated the area an urban renewal district, PacTrust assembled land from the hundreds of property owners who had purchased the lots. By the early 1990s, when PacTrust felt the market was ready for commercial and industrial development on the site, the west side light rail line was approved and Orenco Station was designated a "town center" by the Metro 2040 plan. The designation called for a mix of uses that would connect to the light rail for regional transportation and encourage walking for shorter trips. This designation also required the City of Hillsboro to change the zoning from industrial to high-density with a mix of uses.

To meet the new zoning requirements, PacTrust spent several years developing a master plan for the site that would meet state, regional and local

ORENCO STATION

ILLUSTRATIVE OVERALL SITE PLAN
MASTER DEVELOPER PAC-TRUST



The plan for Orenco Station envisions a transit and pedestrian-oriented mixed-use community that connects to regional light rail.

planning objectives. The zone change, and its new requirements for residential development on the site, also led PacTrust (primarily a commercial and industrial developer) to add partners with residential expertise to

the team. They sold parcels to Fairfield Development and Simpson Housing to develop multi-family housing, and joined forces with Costa Pacific Homes to develop the for-sale residential component of the project.

LAND USE PLAN

Site	Acres	% of Total Site
Single-Family Residential	58.1	28.2%
Multi-Family Residential	62.1	30.1%
Commercial Shopping Center	52.9	25.7%
Town Center	7.0	3.4%
Extended Stay Hotel	3.6	1.7%
Senior Assisted Living	4.9	2.4%
Industrial/Other	17.5	8.5%
Total Acres	206.1	100.0
Useable Open Space	20	10%*
Other Landscaped Areas	20	10%*
Streets (internal only)	11.9	5.8%
Parking	4 spaces per 1000 sq. ft. (average)	

* Approximate figures

FOR-SALE RESIDENTIAL*

Total acres	65.1
Total dwelling units	436
Average lot size (single family lot)	3700 square feet
Gross Density	6.7
Net Density	8.4

* Includes mix of single-family detached homes, townhouses, condominiums, lofts and live/work townhomes.

IMPLEMENTATION

The master plan for Orenco envisions a transit- and pedestrian-oriented mixed-use community that features a variety of housing types, a traditional neighborhood "main street" connecting to the light rail station, a retail area with shops at street level and residential lofts above, and an adjacent community shopping center.

Residential

Costa Pacific Homes is developing more than 400 single-family homes in several phases on a 58-acre site. A combination of townhouses and single-family detached housing will provide a net density of 8.4 units to the acre. The detached homes, on 3700 square foot home sites, feature garages located on driveway lanes, with the option for a carriage home over the garage. The homes are set 13-19 feet from the street and are slightly elevated to provide a measure of privacy. Two large parks, totaling just over five acres, and numerous pocket parks provide open space for residents. The homes feature traditional architecture with craftsman and English stucco exterior styles.

Town Center

The seven-acre Town Center features 23,000 square feet of retail, links the residential area with the light rail station and provides a neighborhood "main street" with restaurants, retail services and professional offices within walking distance for Orenco residents and employees. Approximately 30,000 square feet of office space is located on the second and third levels of town center buildings which face Cornell Road, a major thoroughfare. Two-level lofts are located over ground-floor retail facing the quieter "main street," Orenco Station Parkway. Two other buildings house 28 live/work townhomes which provide a transition between the town center and the single family homes. These townhomes allow residents to have an office or studio on the first floor of their homes, with a garage behind the building.

Community Shopping Center

The Crossroads at Orenco Station is a 52-acre commercial area with shopping and office space that will serve residents of Orenco Station, employees of surrounding high-tech businesses

and residents of the surrounding area. A sport and auto store and a grocery store are already in place. Later phases will include retail, office, restaurants and hospitality, and will be built when the market is ready.

Design guidelines ensure compatible building materials and a village-type scale for all the buildings. Walkways link the retail entries with the adjacent sidewalks to provide safe pedestrian access.

Other Uses

Two parcels, on either side of the town center, were sold to other developers who are building an extended stay hotel and a 250-unit retirement center. The proximity of the town center allows residents to walk to shops and services, an important feature for the seniors who may not drive.

Light Rail

The Orenco Light Rail Station provides transit access to downtown Portland and regional destinations. The original plan, which located the park and ride lot at the end of the neighborhood "main street" was changed to move the parking lot to one side of the station and create a better pedestrian link between the station and the main street.

TRANSPORTATION EFFICIENCY AND LIVABILITY FEATURES

Transit Access

Residents have a short walk to the Westside Light Rail station which serves downtown Portland and other regional destinations. Tri-Met, the local transit agency, runs a shuttle through the development during peak hours to connect the neighborhoods with the light rail station and surrounding employers. In addition, each household receives a free, one-year, all-zone transit pass to establish transit ridership early, courtesy of a partnership between Tri-Met and Orenco Station LLC.

Pedestrian-Focused Environment

Both the streets and homes are designed to encourage walking between destinations at Orenco Station. Narrow, tree-lined residential streets slow traffic while sidewalks provide a pleasant place to walk. The homes, designed with garages in the back and porches on the front, encourage neighborhood interaction and reduce the conflict between pedestrians and cars where driveways would ordinarily cross the sidewalk.

Design and Architecture

The attention to design detail gives the homes the appearance of highly sought-after older homes with the amenities of new homes. Similar home designs are separated to avoid a "cookie-cutter" look, and most homes feature front porches or second-floor balconies to encourage neighborliness. All homes are equipped with high-speed wiring to accommodate the high-tech needs of many buyers.

Mix of Uses

The variety of uses within Orenco Station, from major employers to neighborhood coffee shops, provide many of the things people need within



Two large parks and numerous pocket parks provide open space for Orenco Station residents.



The Orenco Light Rail Station provides transit access to downtown Portland and regional destinations.

walking or bicycling distance. The proximity of Intel, Fujitsu, Toshiba and other high-tech firms reduces the commute to a walk, bike ride or shuttle ride for those employees who choose to live at Orenco Station.

Open Space

Two parks in the residential area provide open space for residents.

To increase safety, the parks are made more visible to surrounding homes and pedestrians by prohibiting parking next to the parks. Since the parks are within walking distance for all residents and parking is allowed on the other side of the street, access to the parks is maintained.

MARKET CONSIDERATIONS

Orenco Station is considered to be one of the most successful examples of transit oriented, mixed-use development in the country. The homes exceeded absorption projections with prices 20-30% higher than the area average. The first phase of 124 homes is virtually sold out, and about one-half of the 85 units in phase two of the residential development are sold.

According to Rudy Kadlub, President of Costa Pacific Homes, the homes have sold because his company did its homework and built what the market wanted. His firm hired a market research company to develop a market survey and send it to 1500 employees of nearby high tech firms. They also did focus groups to ask prospective buyers what type of exterior designs, floor plans and marketing approaches they preferred.

Several leases have been signed for the Town Center, currently under construction, including two restaurants, a coffee house, a cigar and wine store, an optical office and a title company.



The Town Center will provide shops and services within walking distance of the homes at Orenco Station.

The developer took care to seek moderately-priced restaurants to encourage residents to eat there often. While the retail is designed to

be neighborhood-serving, it will ultimately be supported by the nearby workforce and the 20,000 people who pass the site each day.

The homes
have sold
well because
Costa Pacific Homes
did their homework
and built what the
market wanted.



Narrow streets with separated sidewalks and homes with porches close to the sidewalk make Orenco Station feel like a community.

EXPERIENCE GAINED

Ask People What They Want

Costa Pacific's Kadlub attributes their success in residential sales to "listening carefully and planning wisely." The homes have sold well because the developers did the market research early in the process and made sure the homes had the features people said they wanted.

Sell the Concept of Community

Follow-up surveys of homebuyers at Orenco Station indicate that residents bought at Orenco because of the community feel. The Town Center was most often cited as the primary

amenity because residents liked the idea of walking to restaurants, a coffee shop or to get a quart of milk. The architecture and light rail access are other amenities valued by residents which add to the feeling of a community.

Know Lenders' Guidelines for Mixed-Use Ratios

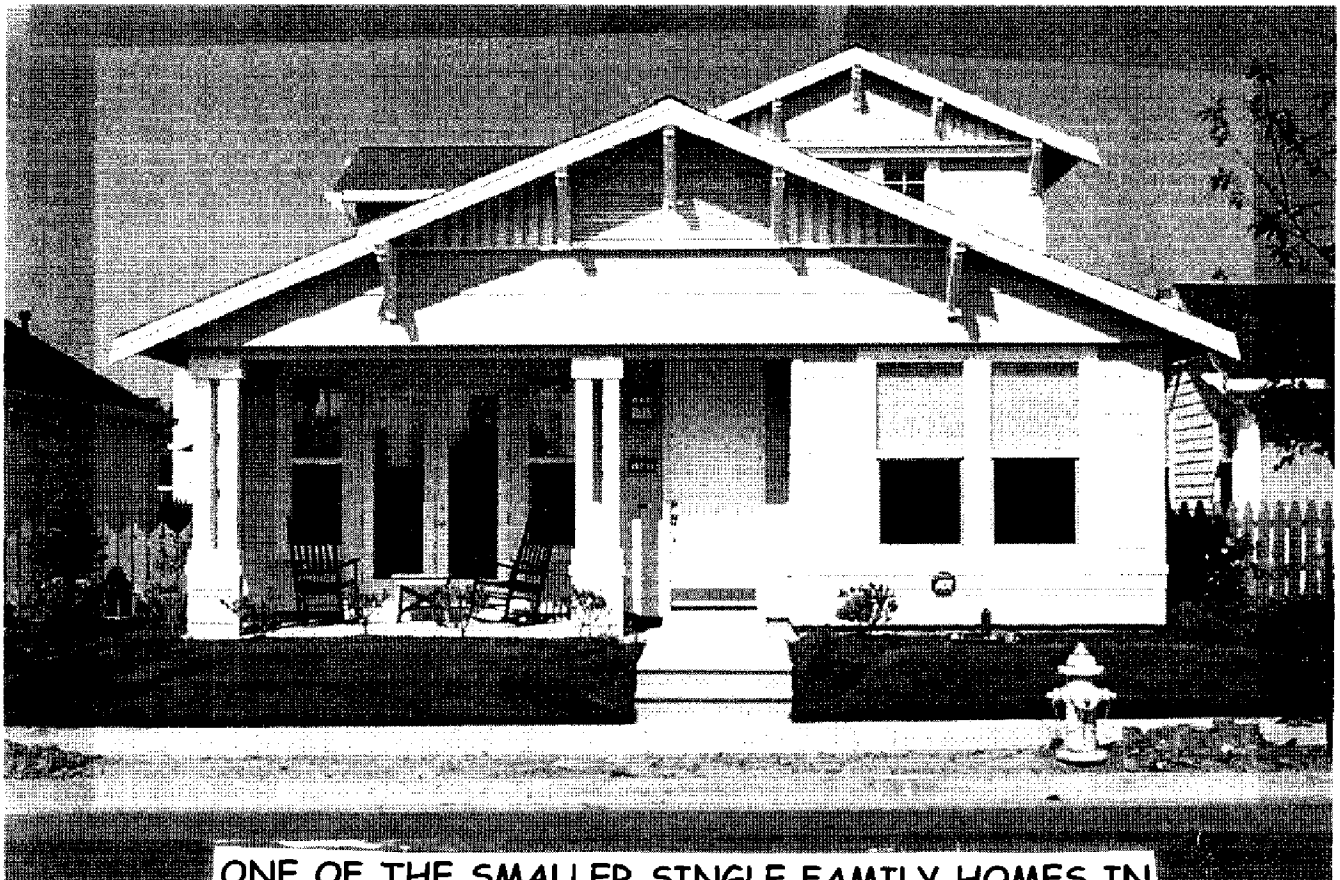
For mixed-use projects, it is important to ensure the ratio of uses in the project complies with the guidelines of the lenders you intend to use. This will help ensure appropriate financing is available to the residential buyers in the project.

TOWNHOMES IN ORENCO STATION

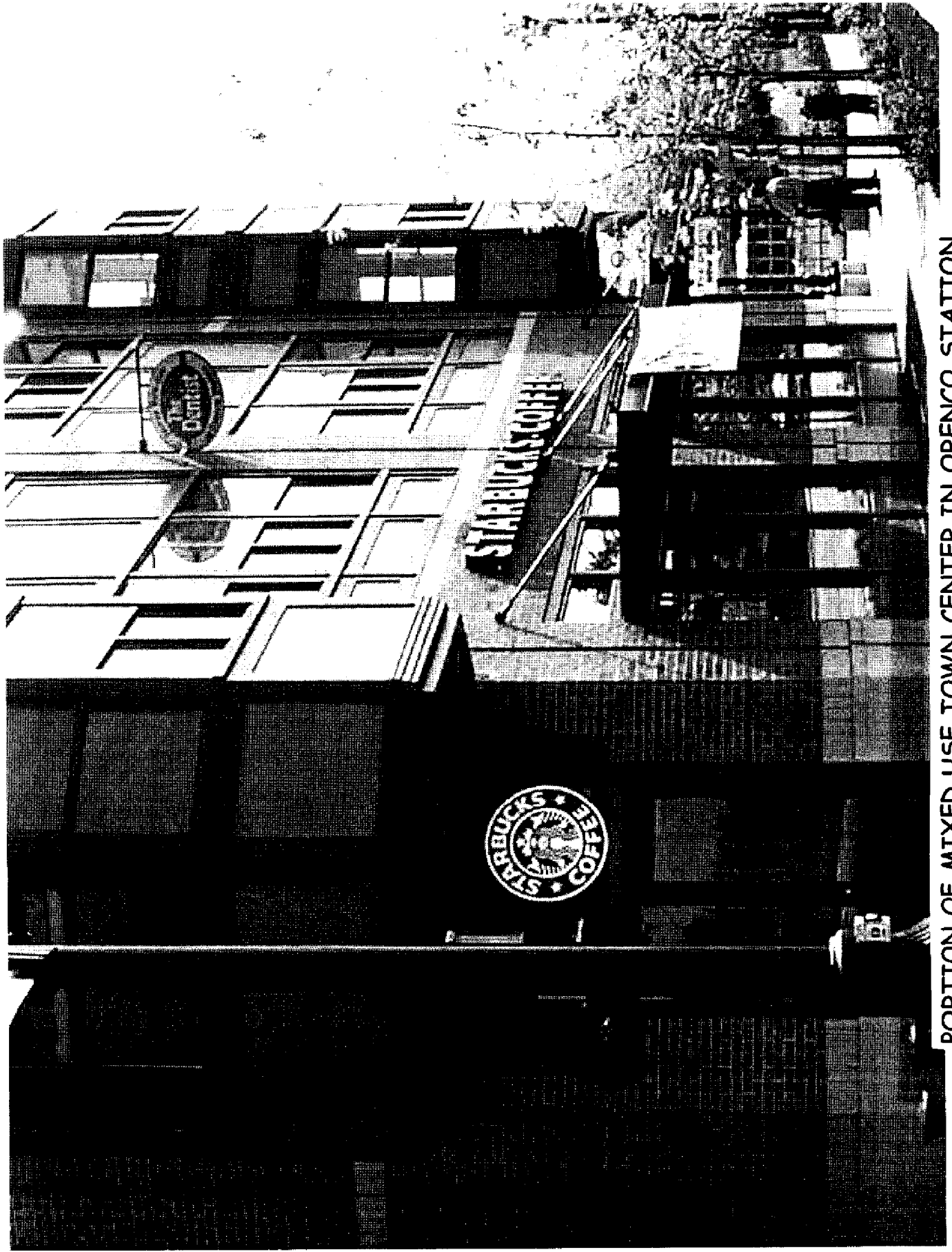


COURTYARD PEDESTRIAN ACCESSED SINGLE FAMILY HOMES
IN ORENCO STATION. GARAGES SET BEHIND HOMES AND
ACCESSED VIA ALLEYS.

CORNER LOT SINGLE FAMILY HOME IN ORENCO STATION

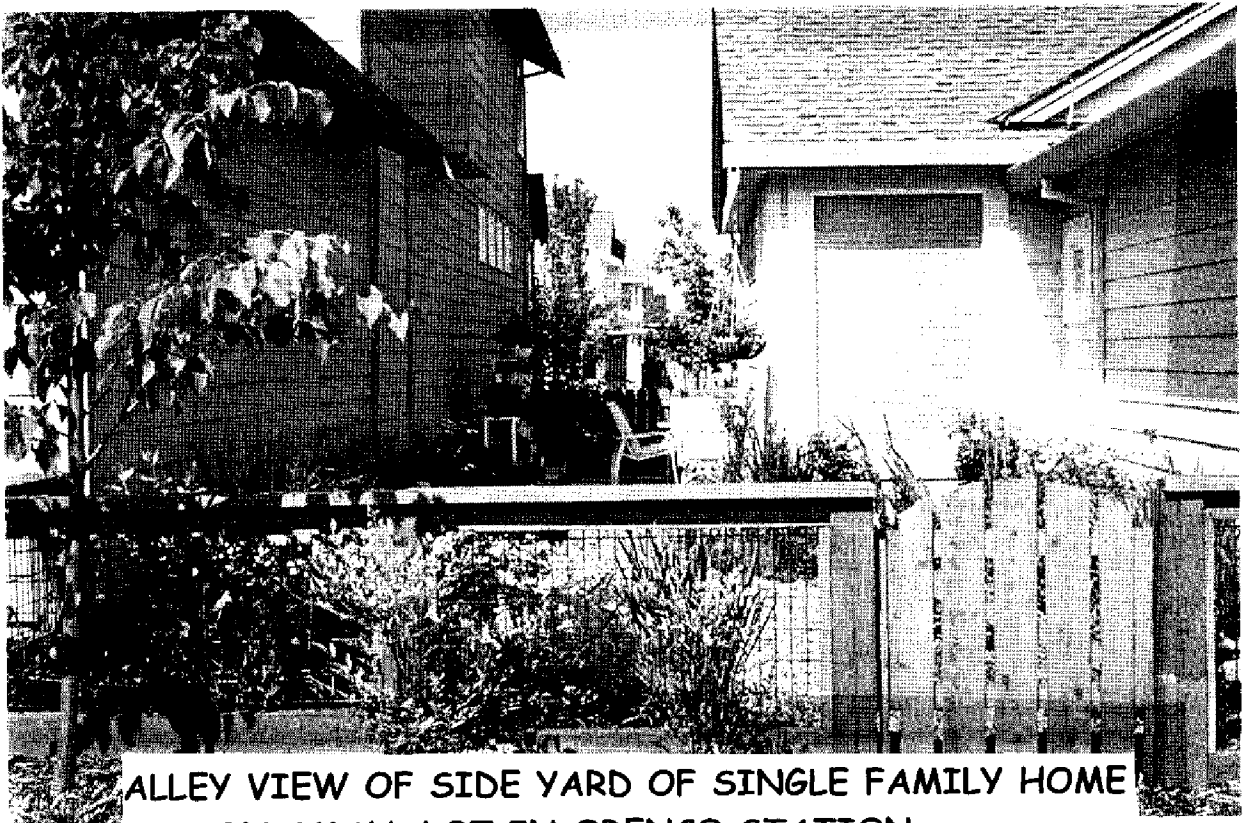


ONE OF THE SMALLER SINGLE FAMILY HOMES IN
ORENCO STATION



PORION OF MIXED USE TOWN CENTER IN ORENCO STATION.

SINGLE FAMILY HOME WITH POCKET PARK IN FRONT
AT ORENCO STATION.



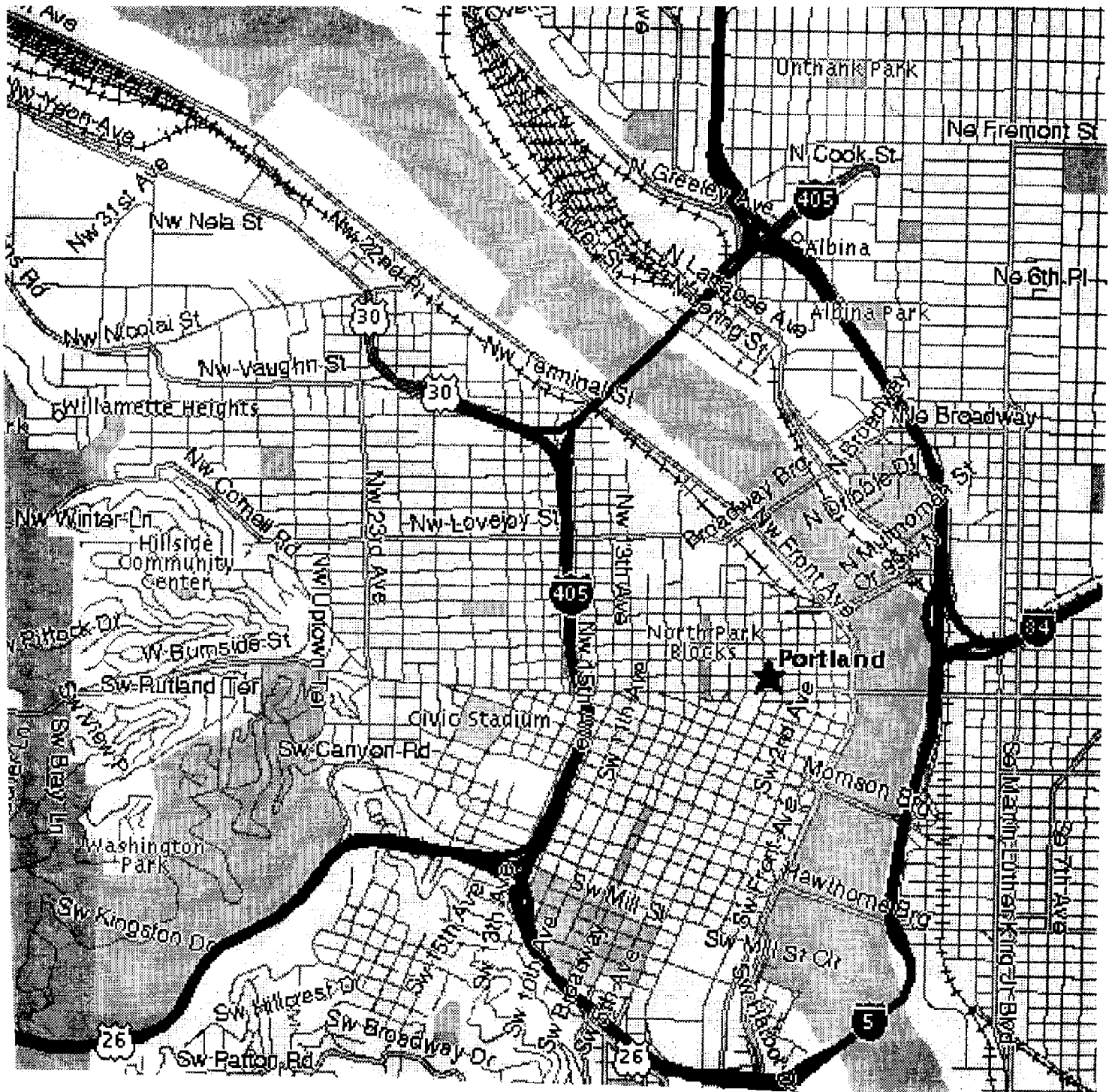
ALLEY VIEW OF SIDE YARD OF SINGLE FAMILY HOME
ON SMALL LOT IN ORENCO STATION.

SITE 4 - PEARL DISTRICT SITES

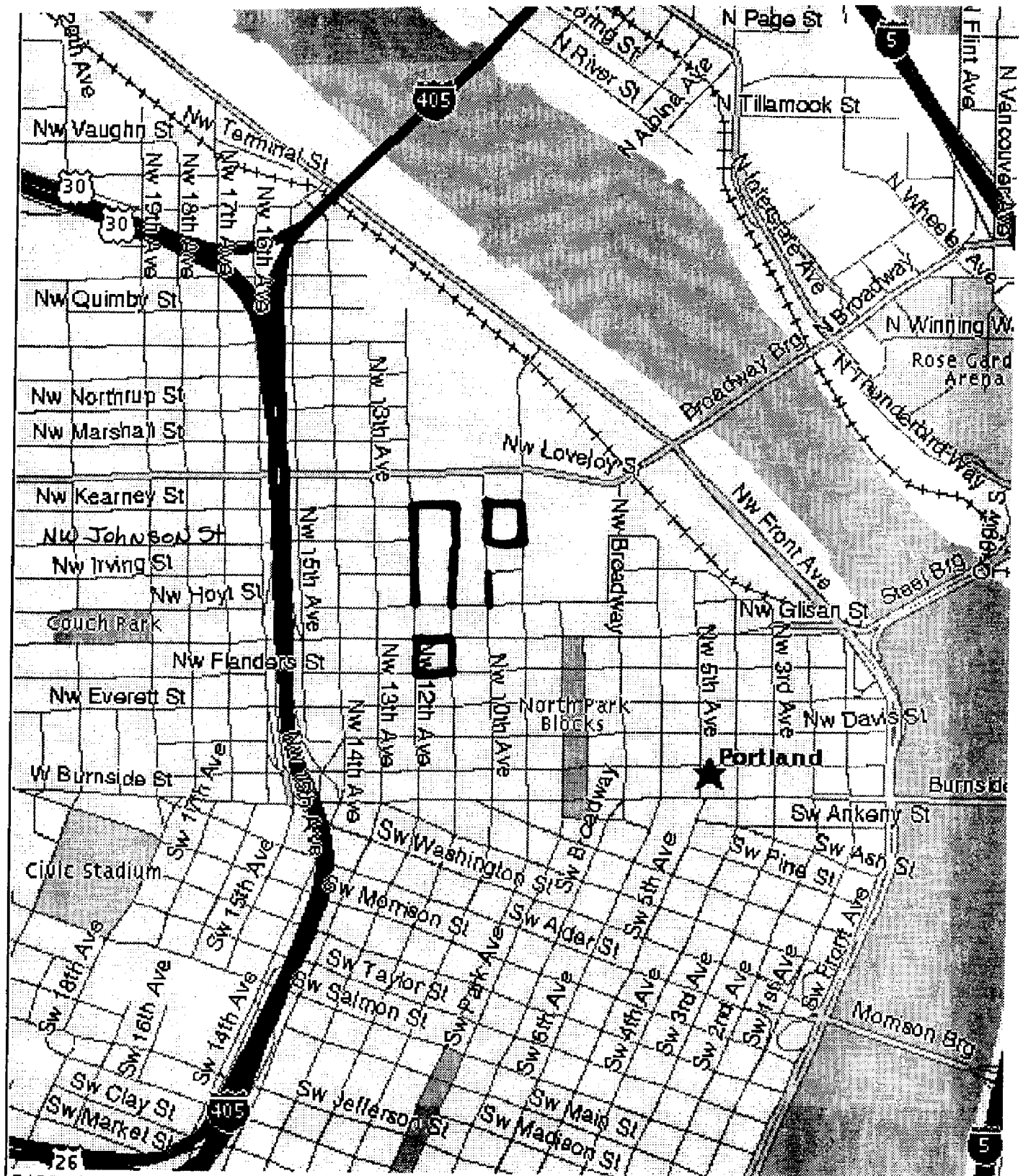
- Located within the northwest portion of Portland, these residential and mixed use residential sites consist of a number of projects to walk around and see, once you've parked in the vicinity.
- These sites were not able to be "squeezed" into the Technical Review Group tour, but staff did get a chance to view them. They are very urban in form and typical of a large city. However, there are design elements from some of them that could be applicable to Corvallis, as well as lessons to be learned from them.
- The projects to see in the Pearl District include:
 - ⇒ McKenzie Lofts - new mixed use project in the vicinity of NW 11th, NW 12th, Flanders, and Glisan
 - ⇒ Pearl Lofts - Infill housing on NW 10th, between Hoyt and Irving
 - ⇒ Renovation of a brick railroad building into housing - on NW 11th, between Hoyt and Irving
 - ⇒ Hoyt Commons - Infill housing on NW 12th, between Hoyt and Irving
 - ⇒ Irving Street Townhomes - in the vicinity of NW 11th, NW 12th, Irving, and Johnson
 - ⇒ Riverstone High-rise Condos - in the vicinity of NW 11th, NW 12th, Johnson, and Kearney
 - ⇒ Pearl Court - new housing consisting of both affordable and market-rate , in the vicinity of NW 9th, NW 10th, Johnson, and Kearney
- Comments received included an acknowledgment that the buildings were higher than would be expected in Corvallis, but some of the design features would be applicable. Some of the design features that received positive comments included architectural separation features between different stories of the buildings (via cornices, weather protection, and other identifiable elements), projections on the upper stories to provide variety and interest (balconies, window boxes, etc.), architectural trim elements for windows, and pedestrian

courtyards, etc. Some features which received less positive comments included the building materials chosen for the affordable housing building. The building consists partially of concrete block and does not include window trim, building off-sets, etc. There was a general feeling that while affordable housing may not be able to be constructed in structures with as much architectural detail as buildings with market-rate units, there were some basic design features that should be provided as a measure of fairness for the families that occupy affordable dwelling units.

VIEW OF LARGER VICINITY AROUND PEARL DISTRICT SITES



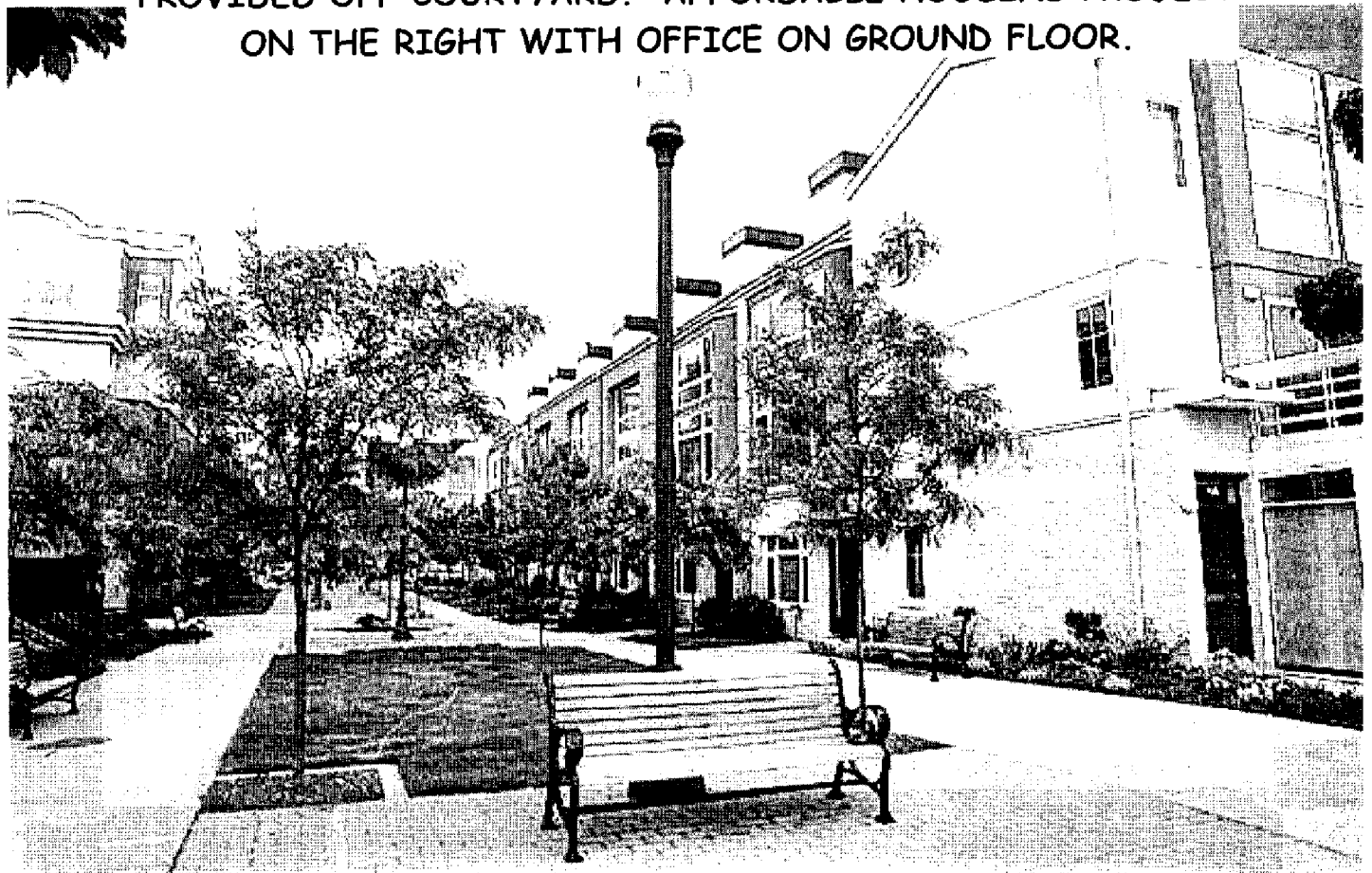
ENLARGEMENT OF MAP FOR PEARL DISTRICT SITES



RENOVATED RAILROAD BUILDING WITHIN THE PEARL DISTRICT. NOW CONTAINS CONDOMINIUMS.

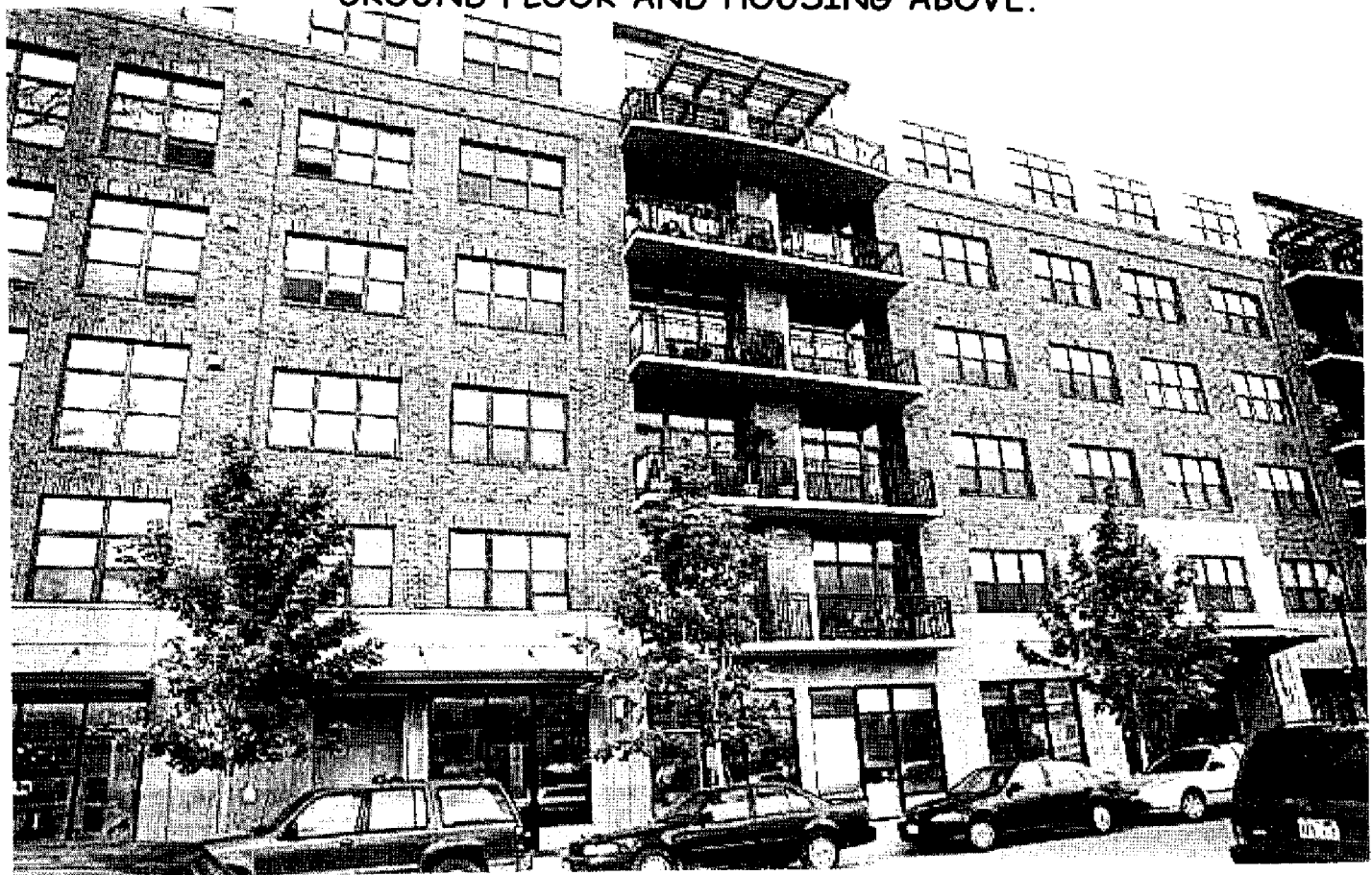


COURTYARD AREA WITH PEDESTRIAN AMENITIES BETWEEN TWO PROJECTS IN THE PEARL DISTRICT. ACCESSES PROVIDED OFF COURTYARD. AFFORDABLE HOUSING PROJECT ON THE RIGHT WITH OFFICE ON GROUND FLOOR.





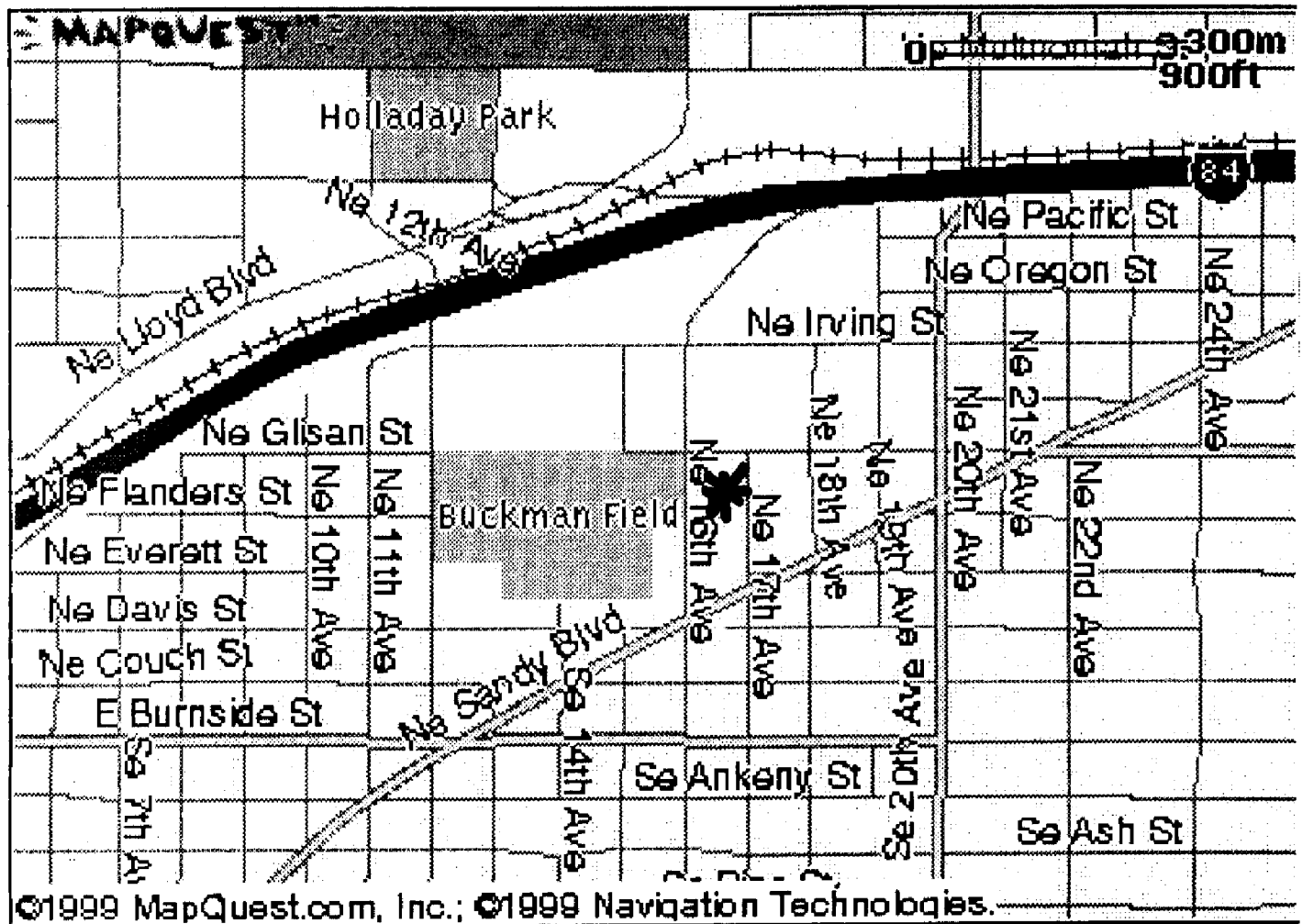
MIXED USE BUILDINGS IN THE PEARL DISTRICT. RETAIL ON
GROUND FLOOR AND HOUSING ABOVE.



SITE 5 - BUCKMAN HEIGHTS

- Located within the northeast portion of Portland, new infill housing project with apartments and some attached single family dwellings near Benson High School.
- This site was not able to be “squeezed” into the Technical Review Group tour, but staff did get a chance to view it. There are design elements from the project that could be applicable to Corvallis.
- The apartment project is centered around a courtyard (see attached picture), with garages around the side of the structure and accessed from an alley. The attached single family homes have garages on the other side of the same alley, with the fronts of the units facing the street (see attached picture).
- Comments from staff included a positive reaction to the architecture and main courtyard entry to the apartment project. These features created a positive example of how a large, well-landscaped pedestrian amenity area with benches can be an alternative to balconies and other private open spaces normally provided per dwelling unit. This entry area is shared by the residents and makes a positive statement for the building. Positive comments were also noted regarding the landscaping around the structures, the alley-accessed garages and street orientation of the attached single family homes. Overall, it seemed like an efficient layout for this property's infill situation.

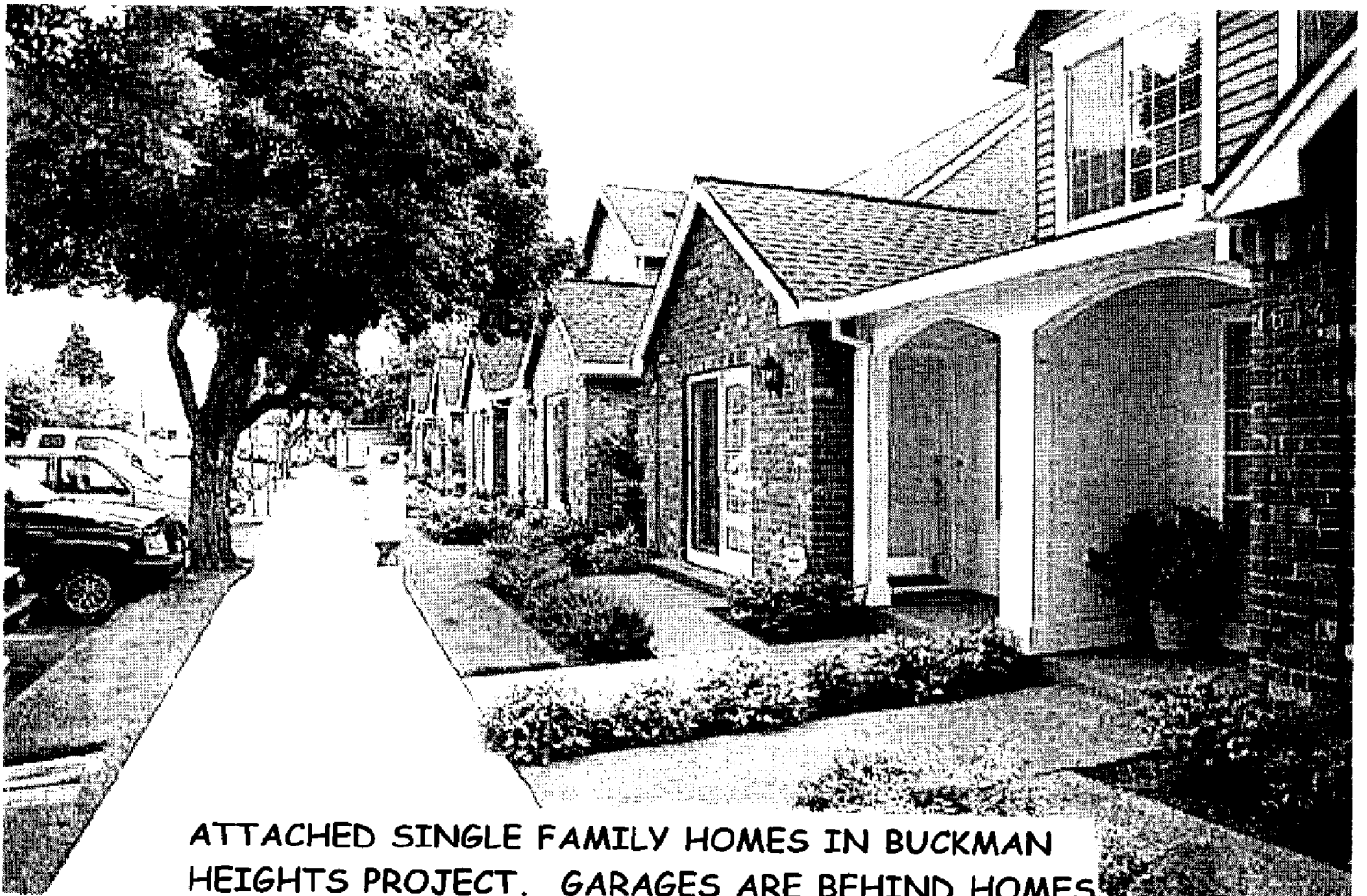
BUCKMAN HEIGHTS



PROJECT LOCATED ON THE EAST SIDE OF NE 16TH AVENUE,
NORTH OF NE SANDY BOULEVARD (EAST OF BUCKMAN FIELD)

INCLUDES AN APARTMENT COMPLEX AND SOME ATTACHED
SINGLE FAMILY DWELLINGS

CENTRAL COURTYARD WITH PEDESTRIAN AMENITIES SUCH
AS LANDSCAPING AND BENCHES FOR BUCKMAN HEIGHTS
APARTMENT COMPLEX



ATTACHED SINGLE FAMILY HOMES IN BUCKMAN
HEIGHTS PROJECT. GARAGES ARE BEHIND HOMES
WITH ALLEY ACCESS.

**CLOSER VIEW OF BENCHES AND DWELLING UNIT
ENTRANCES WITHIN MAIN COURTYARD OF BUCKMAN
HEIGHTS APARTMENT COMPLEX**

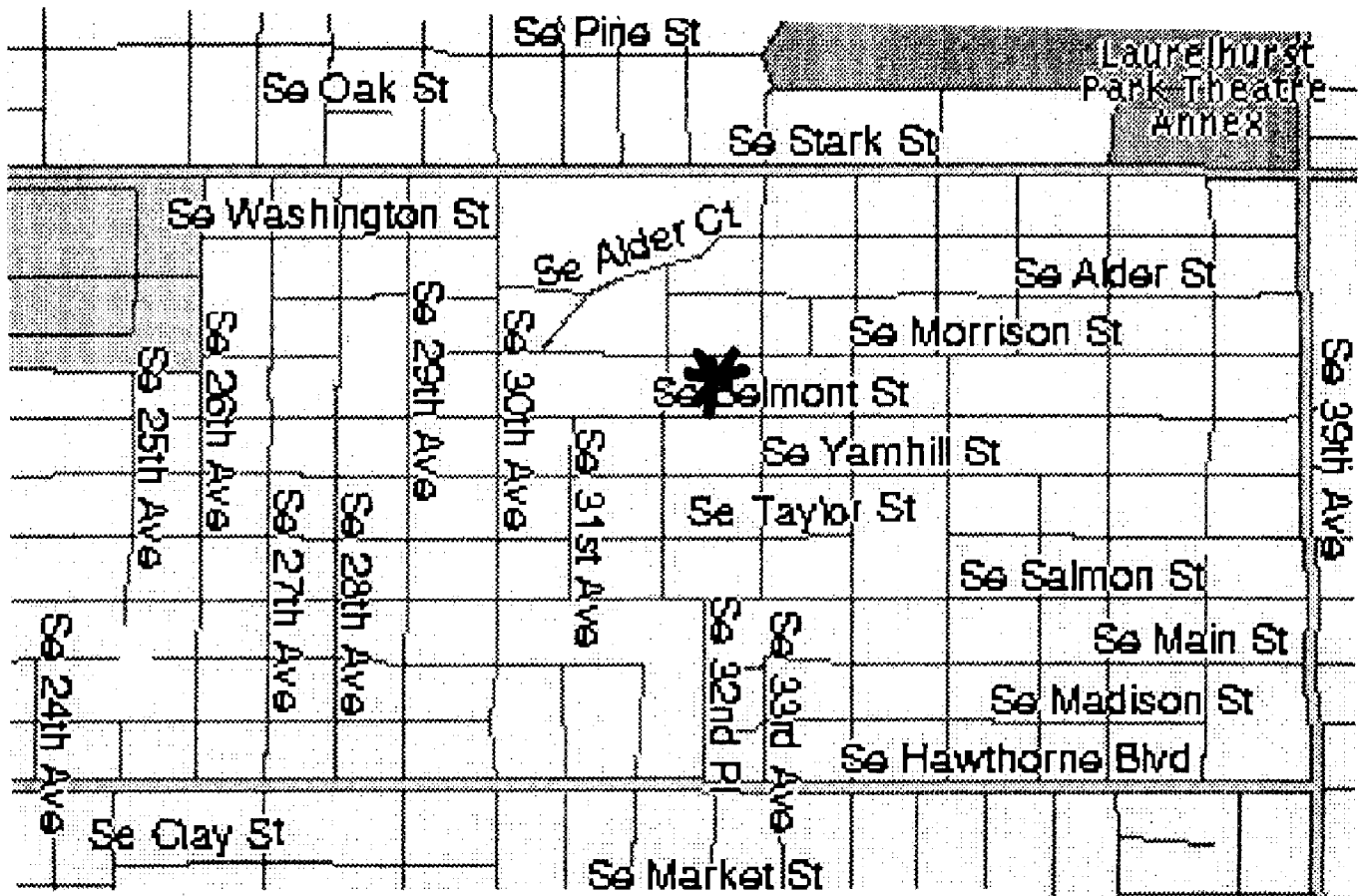


**ALLEY LOCATED BETWEEN BUCKMAN HEIGHTS APARTMENT
COMPLEX AND ATTACHED SINGLE FAMILY HOMES. PROVIDES
ACCESS TO GARAGES FOR BOTH HOUSING TYPES.**

SITE 6 - BELMONT DAIRY

- Located within the northeast portion of Portland, a mixed use retail and residential development within a renovated dairy building. Also included in the development are townhomes, some of which are market-rate and some of which are affordable housing.
- This site was not able to be "squeezed" into the Technical Review Group tour, but staff did get a chance to view it. There are design elements from the project that could be applicable to Corvallis.
- This project is a winner of the Governor's Livability Awards.
- Comments from staff included positive regard for the project's architecture (even on the affordable townhomes), added architectural elements (e.g. trellises, potted plants, etc.), courtyard accesses for the townhomes, interesting manner in which loading docks had been minimized by placing them in a recessed area between buildings, pedestrian amenities (benches) that were provided throughout the courtyard areas, garage locations which were not oriented toward the surrounding streets, and the project's use of alternative paving materials and colors for internal drives and walks.

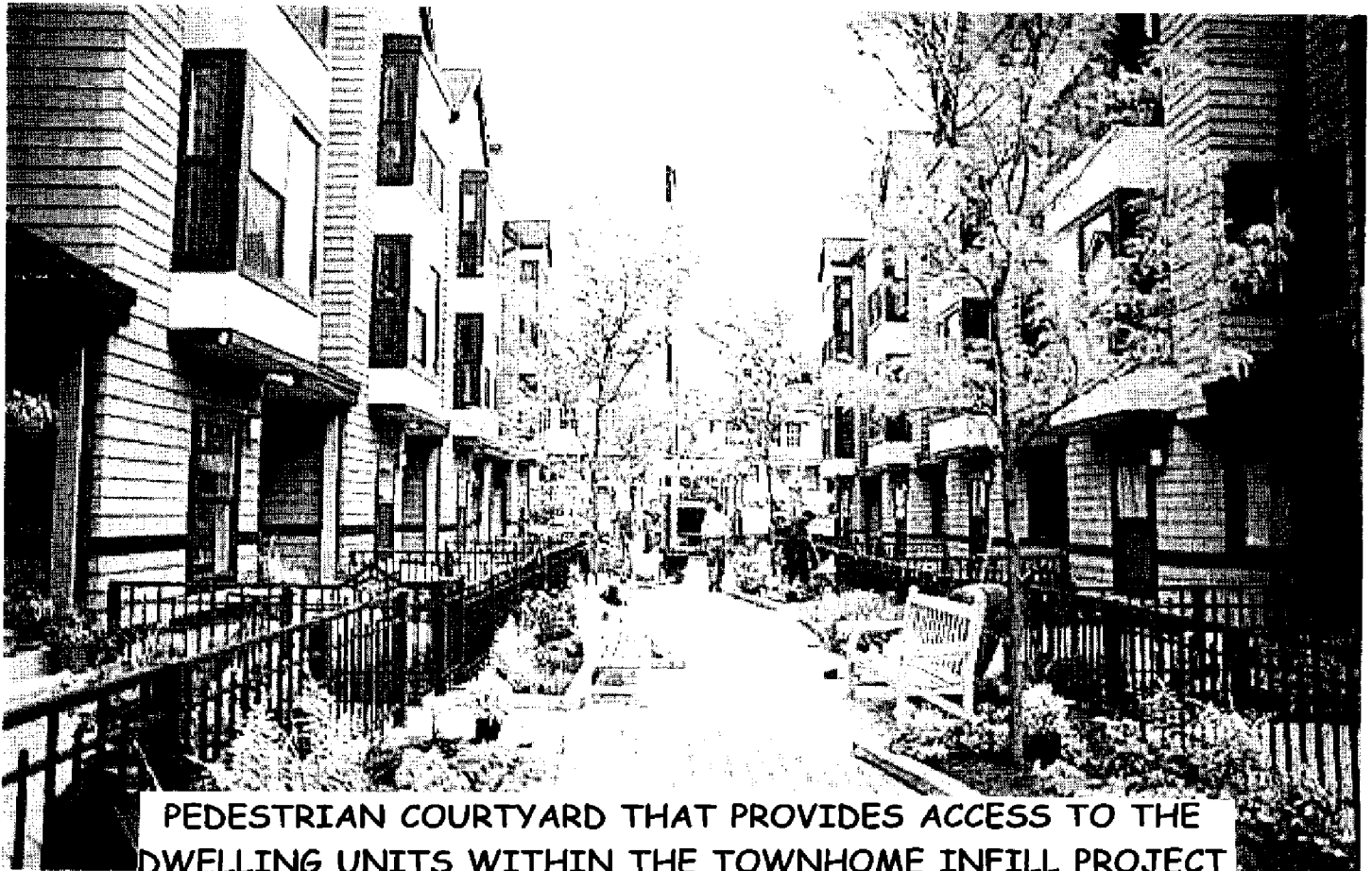
BELMONT DAIRY PROJECT



PROJECT LOCATED ON THE EAST SIDE OF SE 32ND AVENUE,
NORTH OF SE BELMONT STREET AND ENCOMPASSING
THE WHOLE BLOCK THEREIN

INCLUDES MIXED USE RETAIL & HOUSING WITHIN A RENOVATED
DAIRY BUILDING AND AN INFILL TOWNHOME PROJECT WHICH
INCLUDE A MIX OF AFFORDABLE AND MARKET-RATE DWELLINGS

**MIXED USE DEVELOPMENT INCLUDING RETAIL & HOUSING
WITHIN RENOVATED DAIRY BUILDING AT BELMONT DAIRY**



**PEDESTRIAN COURTYARD THAT PROVIDES ACCESS TO THE
DWELLING UNITS WITHIN THE TOWNHOME INFILL PROJECT
AT BELMONT DAIRY**

CLOSER VIEW OF DWELLING ENTRANCES AND PEDESTRIAN
AMENITIES WITHIN COURTYARD OF TOWNHOME INFILL
PROJECT AT BELMONT DAIRY



SITE 7 - FAIRVIEW VILLAGE

- Located within the City of Fairview (near Gresham). This project is also a winner of the Governor's Livability Award.
- See attached pages for detailed flyer information regarding the project.
- Comments from people attending previous tours were extremely positive, including positive interest in the variety of site layouts and homes, positive interest in the location of garages and the provision of front porches, positive interest in the careful attention paid to architectural detail and diversity among structures, positive comments on the restoration and preservation of drainageways, and positive comments on the bridges over the drainageways, the historic-styled street lamps, the pocket parks, etc. People thought there were many design and site lay-out elements and ideas that could be "transferable" to Corvallis.

Strong comments from the developer also centered upon the issue of design. The developer felt that for a project like Fairview Village to be successful, it was essential to govern design aspects of the project to ensure compatibility between uses, promote diversity within the development and along the streetscapes, and prevent unwanted design elements from occurring. The homes in Fairview Village are being constructed by a number of different construction firms, to assist in obtaining diversity. However, the developer still maintains a strict design review process to ensure that homes built are consistent with the project's philosophy and quality.

FAIRVIEW VILLAGE DIRECTIONS

Local Directions: Take HWY 84 east

Take 207th St. Exit & head south

Turn left on Halsey St.

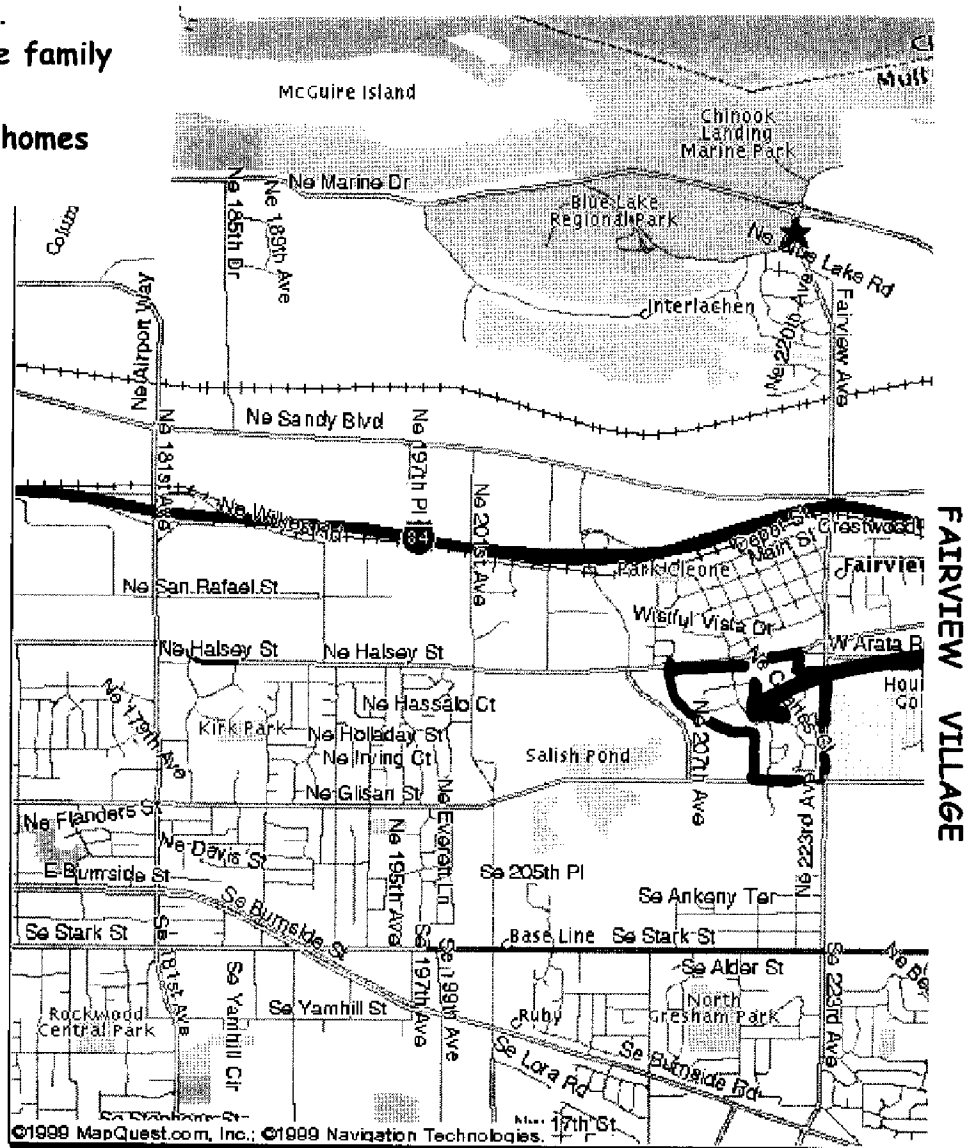
Go to Signal and turn right

Go about a block to stop sign and turn left.

Head into Fairview Village.

Be sure to head into single family portion (across bridges)

Be sure to check out townhomes also.



Fairview Village

FAIRVIEW, OREGON

DESCRIPTION

Project Type

Mixed-use residential/retail/
commercial/civic/open space.

Description

95-acre, neo-traditional village.

138 single-family small lot homes,
rowhouses and duplexes (phase one).

420 additional residences including
single and multi-family homes and
residential units above stores; 140,000
square feet of commercial, 30,000
square feet of civic space, 200,000
square feet of retail, nine parks, walking
trails and open space.

Site

95-acre undeveloped site containing
open land, woods, creeks and wetlands.

Location

Southwest of N.E. Halsey Street and
223rd Avenue in Multnomah County
east of Portland. Bordered by N.E.
207th Avenue connector to I-84.



The village contains several house types to appeal to a wide spectrum of potential buyers. The rowhouses meet the needs of a growing market segment seeking economy and ease of maintenance, and are priced from \$134,500 to \$290,000 to appeal to a variety of income levels.

Owner/Developer	Holt & Haugh, Inc., Portland
Planners	Lennertz & Coyle, Portland Spencer & Kupper, Portland
Architects	Sienna Architecture, Portland Lennertz & Coyle, Portland Group Mackenzie, Portland
Brokers	J. L. Scott, Portland (residential components) HSM Pacific Realty, Portland (commercial components)
Contacts	Richard Holt, Charlie Haugh, and Ron Messerly Holt & Haugh, Inc. 1200 NW Naito Parkway, Suite 620 Portland, Oregon 97209 (503) 222-5522 Fax: (503) 222-6649

FINANCING INFORMATION

Project Costs

Total project value	\$120,000,000
Site development costs (to date)	\$7,000,000
Single family residential (sales prices)	\$140,000-\$360,000
Multi-family residential (rental prices)	\$.87/square foot
Commercial leasing rate (estimate)	\$19.50/square foot
Retail leasing rate (estimate)	\$16.00/square foot

Construction Financing

Centennial Bank (infrastructure and project financing)
U.S. Bank (apartments and commercial)
Washington Mutual (residential)
Key Bank (residential)

PLANNING & DEVELOPMENT

Holt & Haugh purchased 88 acres of a 137-acre site from Tektronix, a high-tech firm which had originally purchased the land for future expansion. They subsequently purchased an additional seven acres from other property owners. Holt & Haugh had a vision for a village-type development which would incorporate a mix of uses to attain the feel of a traditional neighborhood. The city preferred this concept over other proposals for traditional subdivision developments that had been proposed for the site. However, since the idea was substantially different than standard residential developments, Holt & Haugh recognized that it would be too cumbersome to amend the existing subdivision code and instead proposed a new mixed use zoning district for the area.

IMPLEMENTATION

The Fairview Village plan integrates civic, commercial and residential uses into the community, allowing residents, employees and visitors to take care of many daily tasks at nearby establishments within walking distance.

Civic Facilities

Several civic facilities are complete or underway at the village, adding to the mix of services available and serving as a draw for non-residents to help support the village's retail and commercial uses.

The new U.S. Post Office was the first civic building constructed in the Village (1996) and is generating more than 800 trips a day.

The Reynolds School District purchased 20 acres of land and constructed the Woodland Elementary School in 1997 on seven acres of the parcel, leaving the remainder as natural open space and wetlands, now used as a natural laboratory for the students and teachers. The school is less than one-quarter mile from any home in the village and accessible by safe walkways.

Fairview's new 19,000 square foot City Hall is scheduled to open in the fall of 1999. It will house all of the city's services and allow the council chambers to move out of a converted grange hall, where they currently meet. Eventually, the city hall will share parking with the church planned on an adjacent parcel.

To develop the new zoning for the site, Holt & Haugh held a charette to engage the public and the key decision-makers in creating a consensus-based plan. More than 75 stakeholders participated in the three-day charette and produced a regulating plan, zoning code and architectural guidelines as well as a master plan and renderings of the commercial market core, residential neighborhoods and the town green. "The charette process," says Rick Holt, "was especially useful to get people to understand one another's points of view." The charette accomplished its intended goals: to produce a plan that encompassed the broad range of expectations that would be easily approved by the city.

A new, 3500-4000 square foot branch of the Multnomah County Library will be underway soon with an expected completion in 1999. Located in Market Square, it will provide an anchor for the retail tenants there.

Commercial and Retail Space

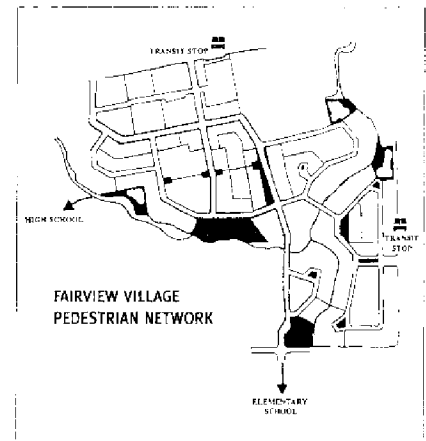
Anchoring the other end of the street from Civic Square, the Market Square will form the heart of the village. A mix of retail with residential on top, Market Square will serve the daily needs of residents and commercial tenants, as well as those coming to the village to visit the library, city hall or post office.

A new Gold's Gym is underway at the village, along with a 10,000 square foot pre-school facility and a 8,000 square foot professional medical building. Approximately 130,000 square feet of Class A office space, within walking distance of the Market Square, is planned to house the businesses that support the nearby high-tech firms.

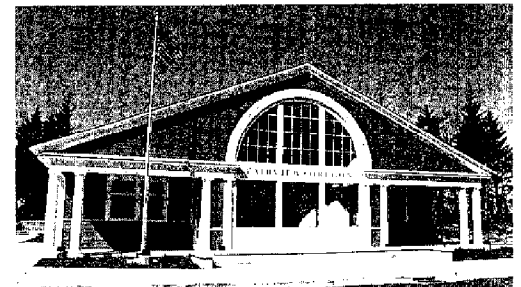
The grocery site has been moved from the original plan to a more visible location on the 207th connector the freeway to generate interest from prospective tenants.

Residential

Fairview features a variety of living styles including single family homes, attached homes and apartments. Home to about 100 families now, the residents of Fairview all seem



Fairview Village is designed to promote pedestrian and bicycle travel within the development. The system of paths and sidewalks makes it more convenient to walk or bike than to drive within the neighborhood. Graphic by Lennertz & Coyle, Architects and Town Planners.



Civic buildings, such as the recently-completed post office and planned city hall, add to the mix of uses that makes Fairview a real community.

to know each other and enjoy walking around their community.

Fairview now has 138 single family homes, 37 rowhouse units, 14 townhomes and 12 duplexes. A 124-unit apartment complex, breaking ground in 1998, will be 35 dwelling units to the net acre, with three stories over secured parking and 35% of the site retained as gardens and open space.

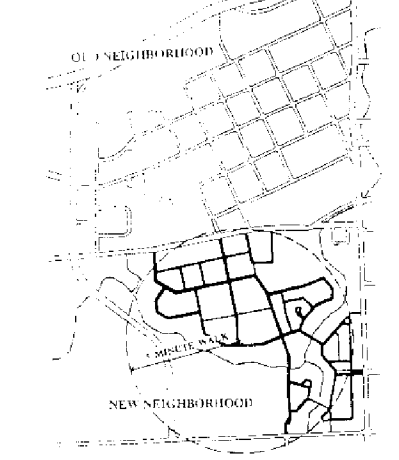
Infrastructure

Much of the infrastructure was built up front, including the street system, which is 85% complete. The village features a network of walkways that allows residents to safely walk to any destination in the village. Stonework bridges over Fairview Creek connect residential areas with commercial and civic uses, and blend into the surrounding natural areas. Wider sidewalks, alleys and park-like water detention ponds also add to the charm and livability of the village.

MARKET CONSIDERATIONS

At the outset of development, Fairview's population of 3,500 persons was expected to nearly triple within the next five to 10 years, propelled by relatively low land costs in the area, good access, a burgeoning high-tech industry nearby and a strong regional economy. Conventional marketing studies for the area favored development of standard subdivision single-family homes and steered away from denser, multi-use projects. Rick Holt felt that because marketing studies generally focus on past performance

FAIRVIEW VILLAGE CONTEXT



The design of Fairview Village features easy walkability and provides services which will be used equally by residents of the old and new neighborhoods. Graphic by Penbertz & Coyle, Architects and Town Planners.



Strong architectural guidelines, and a variety of housing styles contribute to the sense of community at Fairview. The homes incorporate features such as pitched roofs, front porches and stoops, recessed or alley-accessible garages, and quality windows that are appealing from the street and encourage neighborliness.

rather than on future trends, it would not be useful to undertake a marketing analysis for Fairview Village, a project unlike any existing developments in the area. The target market at Fairview is middle- to upper-income residents including empty nesters, double-income professional couples and young families. The original price range for homes was \$140,000 to \$225,000 on lots that average 5500 square feet. But, as the homes were built, Holt & Haugh discovered that there was a higher-end market than they had originally anticipated, due to the number of high-tech and other professional employers locating nearby. Adjusting to the marketplace, they are now offering upper-end homes priced up to \$360,000.

Marketing Strategy

The developers recognized that many potential buyers were not familiar with the village concept, so they emphasized education in their marketing strategy using extensive illustrations to help people envision what the village would look like. Typical real estate ads were not as effective as more sophisticated ads aimed at more discriminating buyers. The increased demand for housing in the area, the visibility of the new connector with the freeway, and word of mouth from current residents are all fueling the market for Fairview homes.

TRANSPORTATION EFFICIENCY & LIVABILITY FEATURES

Transit Access

The village is located on two transit lines. A bus stop and special bus pull-out lane are located within a five-minute walk of all residents of Fairview Village and the Old Town section of Fairview. Relocating an existing bus stop created a transportation hub where direct service to light rail and downtown Portland is available.

Pedestrian-Focused Environment

The mix of uses within the village, such as parks, shops, and civic and commercial buildings enhance opportunities for walking and biking. Likewise, requirements for front porches, rear garages on alleys, traditional street grids, ornamental street lighting fixtures, lighted bollards, wide sidewalks and on street parking to slow

traffic are intended to foster neighborly "low-tech interactions," where residents stroll after dinner and stop to chat with neighbors.

Security Measures

Raised residential lots give homeowners a greater vista and place them in a command position with a heightened feeling of security. Lighting the alleys provides added security.

Parks and Open Space

Seven pocket parks with recreational areas were created for the residential neighborhoods. A larger, 2.5 acre community park anchors the south end of the village.

Reduced and Shared Parking

Parking is reduced in the proposed retail and mixed-use commercial areas. The parking ratio for apartments above retail shops is 1.5 instead of the standard 2 spaces per unit. Shared parking for the proposed church, city hall, retail and apartments above the Market Square stores also reduces the amount of land devoted to parking.

Compatibility with the Existing Town Fabric

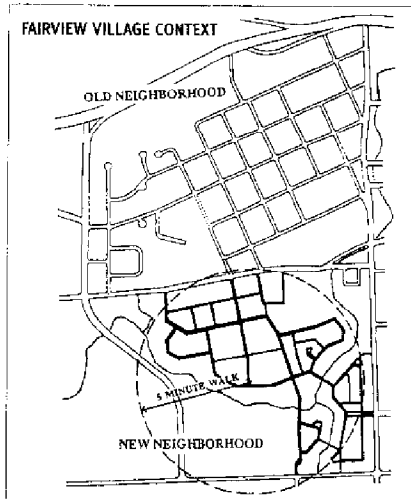
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EXPERIENCED GAINED

Design Standards

Incorporating precise development and design standards into zoning that is specific to the plan helps protect both the city and the developer. The city gains some assurance that the quality of the finished product will be as high as initially promised by the developer. The developer gains some assurance that the finished houses will be well designed and high quality.

Community Involvement

The charette process was instrumental in accelerating the approval for the zone change by helping people understand each other's view points and by producing a plan that incorporated a broad range of expectations.

Financing

Be prepared to invest a higher ratio of capital to debt for projects without comparable sales data. At Fairview, the lack of comps meant that appraisals were coming in about 10-15% below the actual sales figures,

raising the equity to debt ratio, and the cost of the project. While each piece of the project has outperformed its appraisal so far, the profit margins have been lower due to the higher costs of equity financing. However, the second phases of each product type have been appraised at higher values because the first phase provided the necessary comps. The lesson here is that the first phase of each product type is the hardest and most expensive, so developers should do more than one phase of each product to amortize costs over more phases or units.

Long-Term Vision

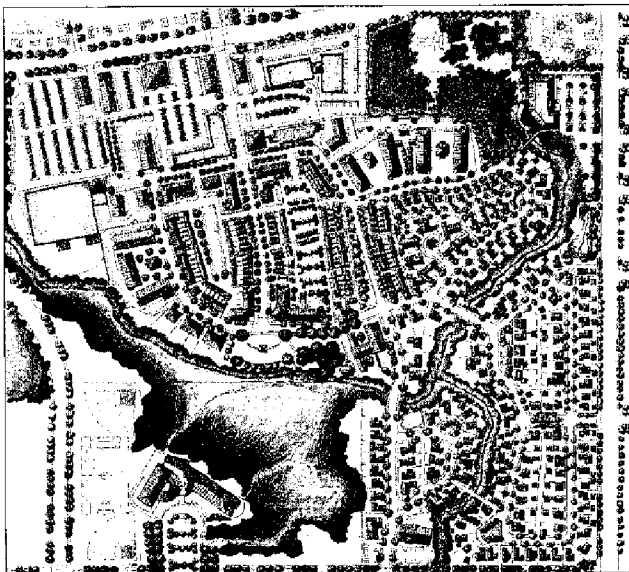
Believe in your vision and stick with it. If you are not a strong advocate for your concept, people will try to alter the plan to fit their needs, and the result is a piecemeal project, not a complete neighborhood.

Construction Quality

Selling the concept of the village means that all of the pieces must be built to quality standards. If one piece is substandard, the other pieces are also denigrated. At Fairview, this meant that quality control was paramount in every project. While the developers started out using several builders, they quickly found that some did not build to their standards and put the whole village in jeopardy. To remedy the situation, they now have a hand in every project and have formed a construction company which is building half of the residential projects.

Product Mix

Provide a mix of residential product types and prices. Fairview's homes are about one-third starter, one-third mid-range, and one-third upper end. This means there is not a glut of any one type of home and they are able to match almost every buyer with a product in their price range.



The plan for Fairview Village blends homes, offices, retail space and parks into a neighborhood that is scaled to people rather than to their cars.

Total acreage	95 acres
Acreage for residential	39 acres
Total dwelling units	550
Gross density for residential	12.6 units/acre
Average lot size	5,500 sq. ft.

LAND USE PLAN

Site	Acres*	% of Total Site*
Residential (550 d.u.)	39	41
General Commercial	4	4
Retail**	14	15
Public buildings	2	2
Office	7	7.5
Park/open space	7	7.5
Tracts***	3	3
Joint parking	3	3
Streets	16	17
Total	95	100

* Approximate figures

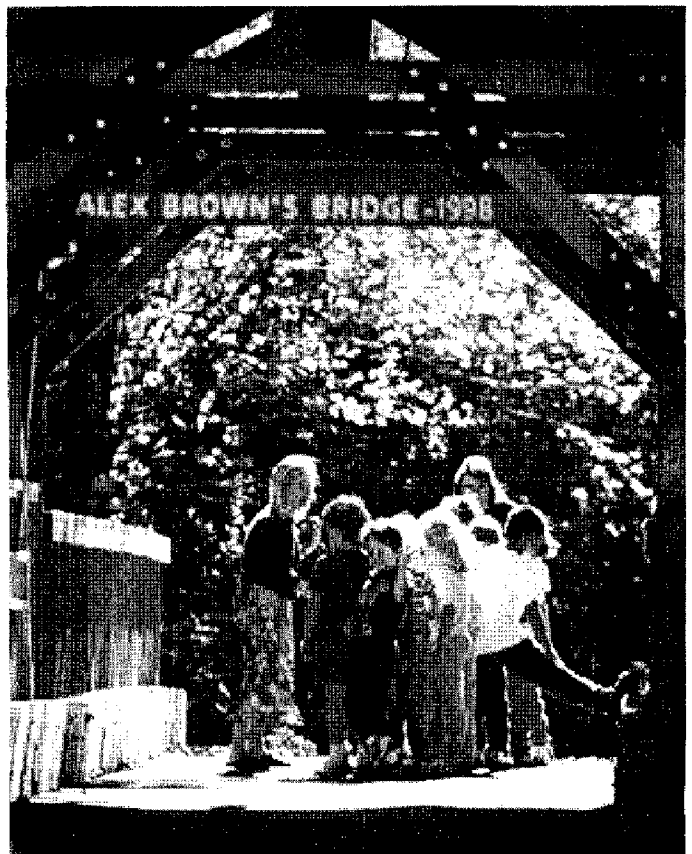
** Apartments above retail shops are not netted out

*** include areas dedicated for water quality, parks, potential shared parking

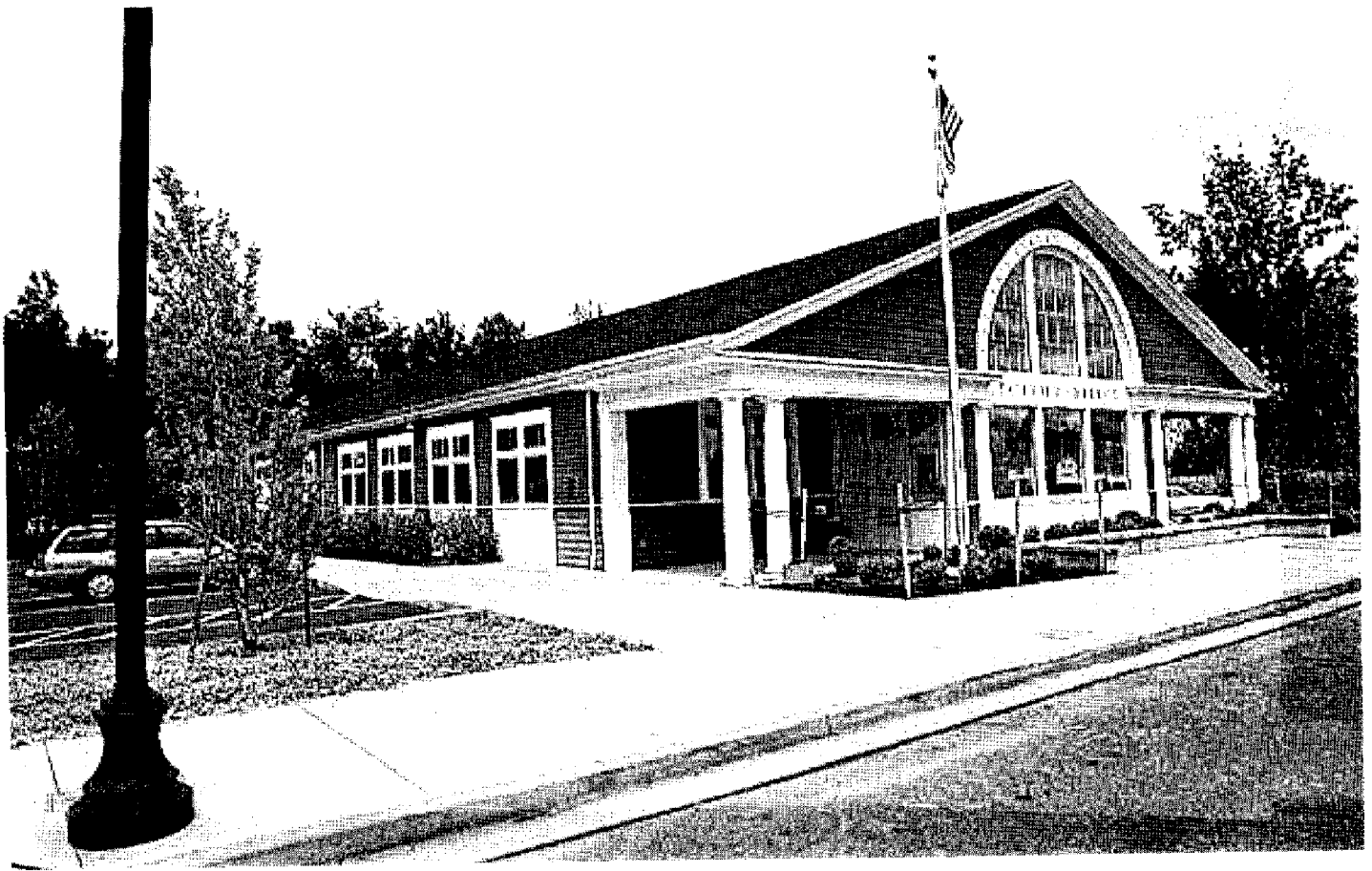


DESIGN FOR MIXED
USE TOWN CENTER
IN FAIRVIEW
VILLAGE

COVERED BRIDGE OVER
ONE OF TWO DRAINAGE-
WAYS IN FAIRVIEW
VILLAGE



US POST OFFICE BUILDING WITHIN FAIRVIEW VILLAGE



CORNER VIEW OF SINGLE FAMILY HOMES SEPARATED FROM THE STREET BY A POCKET PARK WITHIN FAIRVIEW VILLAGE

ROW HOUSES AT
FAIRVIEW
VILLAGE

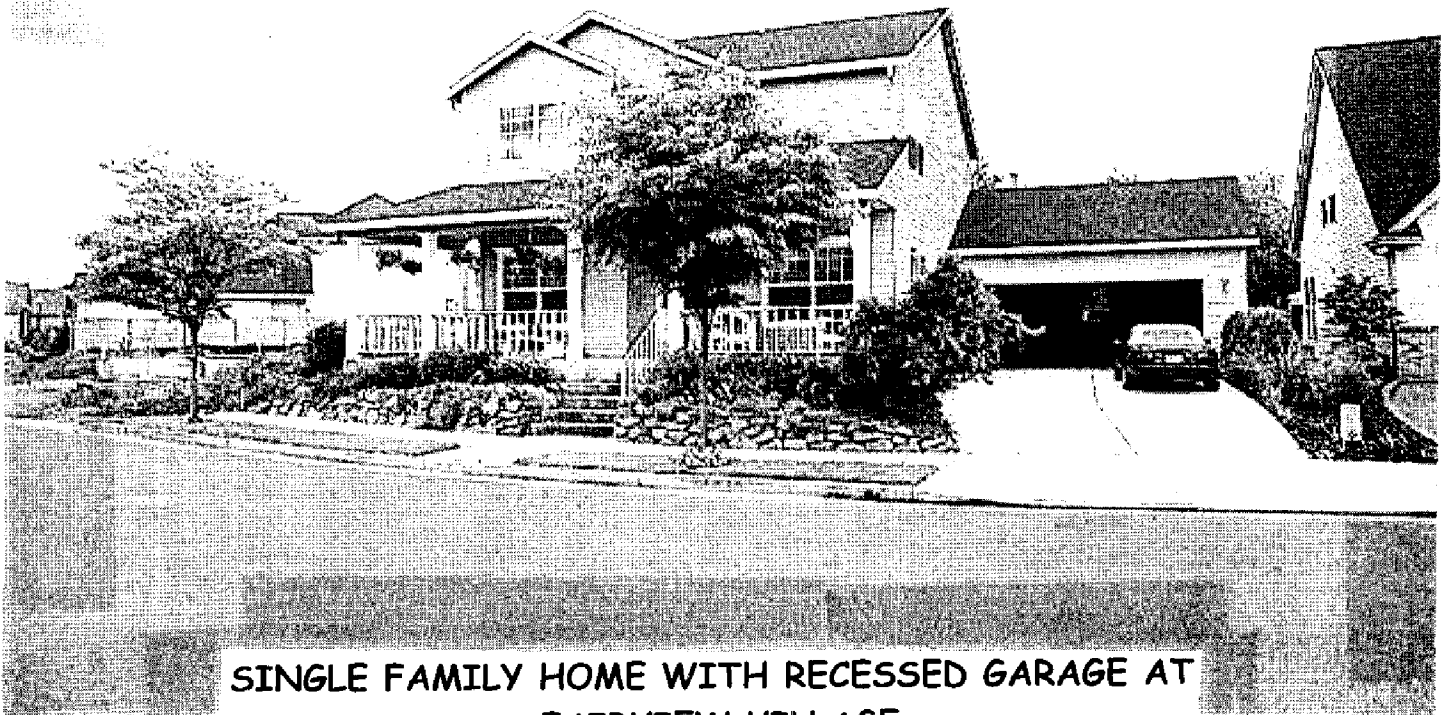


DESIGN FOR
HIGHER DENSITY
DWELLINGS AT
FAIRVIEW
VILLAGE

CLOSER VIEW OF
POCKET PARK BY
SINGLE FAMILY
HOMES IN
FAIRVIEW
VILLAGE



DUPLEX ELEVATED FROM THE STREET AT FAIRVIEW VILLAGE



SINGLE FAMILY HOME WITH RECESSED GARAGE AT FAIRVIEW VILLAGE